ESTTA Tracking number: **ESTTA382159**

Filing date: **12/06/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91177807
Party	Plaintiff 7-Eleven, Inc.
Correspondence Address	CHARLES R. MANDLY, JR. FOLEY & LARDNER LLP 321 NORTH CLARK STREET, 28TH FLOOR CHICAGO, IL 60654 UNITED STATES PTOMailChicago@foley.com,dcopland@foley.com,cmandly@foley.com,jolsen@foley.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Jason A. Berta
Filer's e-mail	PTOMailChicago@foley.com,jberta@foley.com,cmandly@foley.com,dcopland@foley.com,jolsen@foley.com
Signature	/JasonBerta/
Date	12/06/2010
Attachments	Opposer's Notice of Reliance On Admissions Against Interest.pdf (7 pages)(39725 bytes) Substitute Notice of Reliance On Opposer's Registrations.pdf (28 pages)(3656811 bytes) Opposer's Second Notice of Reliance on Third Party Trademark Registrations.pdf (40 pages)(1502546 bytes) Opposer's Second Notice of Reliance on Printed Publications.pdf (56 pages)(2192829 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

7-ELEVEN, INC.,	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No. 91177807
	)	
SUSAN B. BUCENELL,	)	
	)	
Applicant.	)	

OPPOSER'S NOTICE OF RELIANCE ON ADMISSIONS AGAINST INTEREST

Opposer, 7-Eleven, Inc. ("7-Eleven"), in accordance with Rule 2.122(a) of the Trademark Rules of Practice and Rule 804(3) of the Federal Rules of Evidence, hereby gives notice of reliance upon the following admissions against interest made in pleadings, briefs and declarations filed by Applicant in this proceeding:

1. "Since long prior to Applicant's June 24, 2006 application date, 7-Eleven has owned a family of "Gulp" marks for its aforesaid products." *Compare* Notice of Opposition ¶ 8, *with* Answer ¶ 8 ("Admit").

2. "Since long prior to Applicant's June 24, 2006 application date, 7-Eleven has been engaged in the business, *inter alia*, of offering convenient store services and products to the general public at various locations throughout the United States." *Compare* Notice of Opposition ¶ 1, *with* Answer ¶ 1 ("Admit").

3. "Since long prior to June 24, 2006, 7-Eleven has used various trademarks composed, in whole or in part, of the term "gulp" for, *inter alia*, soft drinks for consumption on or off the premises, as well as for beverage containers and other goods,

including but not limited to GULP, BIG GULP, SUPER BIG GULP, DOUBLE GULP, SPORT GULP, MINI GULP, CAR GULP, PRO CAR GULP, GUMMI GULP, SLURP & GULP, CANDY GULP, GARDEN GULP, X-TREME GULP and TEAM GULP." *Compare* Notice of Opposition ¶ 2, *with* Answer ¶ 2 ("Admit").

4. "There are currently over 5,000 convenience stores throughout the United States operated by 7-Eleven or its franchisees under 7-Eleven's 7-ELEVEN name and mark, which sell, *inter alia*, soft drinks and other goods under 7-Eleven's aforesaid GULP Marks." *Compare* Notice of Opposition ¶ 3, *with* Answer ¶ 3 ("Admit").

5. "7-Eleven has registered a number of its GULP Marks with the United States Patent and Trademark Office, including the following:

MARK	**REG. NO.**	**REG. DATE**	**GOODS**
BIG GULP	1,110,172	12/26/1978	Soft drinks for consumption on or off the premises
SUPER BIG GULP	1,470,871	12/29/1987	Soft drinks for consumption on or off the premises
DOUBLE GULP	1,566,263	11/14/1989	Soft drinks for consumption on or off the premises
DOUBLE GULP (stylized)	1,615,968	10/2/1990	Soft drinks for consumption on or off the premises
GULP	1,586,016	3/6/1990	Soft drinks for consumption on or off the premises
BIG GULP FLAVOR SHOT	2,749,708	8/12/2003	Soft drinks and syrups or concentrates added to soft drinks for consumption on or off the premises
BIG GULP SODA FLOAT	2,997,248	9/20/2005	Soft drinks containing ice cream for consumption on or off the premises

MARK	REG. NO.	REG. DATE	GOODS
CAR GULP	2,494,955	10/2/2001	Reusable plastic cups; soft drinks for consumption on or off the premises
X-TREME GULP 7-ELEVEN & Design	2,528,578	1/8/2002	Beverage containers, namely, mugs; soft drinks for consumption on or off the premises
PRO CAR GULP	2,928,007	2/22/2005	Reusable plastic cups; soft drinks for consumption on or off the premises
BIG GULP	3,076,786	4/4/2006	Confectionery products, namely candy
TEAM GULP	3,082,886	4/18/2006	Beverage containers, namely, reusable plastic cups, plastic sports and squeeze bottles sold empty

"These registrations are valid, subsisting and owned by 7-Eleven, and Registration Numbers 1,110,172, 1,470,871, 1,566,263, 1,586,016 and 1,615,968 are now incontestable in accordance with Sections 15 and 33(b) of the Trademark Act, 15 U.S.C. §§ 1065 & 1115(b)." *Compare* Notice of Opposition ¶ 6, *with* Answer ¶ 6 ("Admit").

6. 7-Eleven is making current use of its BIG GULP mark. Declaration of Susan B. Bucenell dated August 27, 2009 (*hereinafter* "Bucenell Decl.") at 3, ¶ 17.

7. "[T]he mark BIG GULP has a high degree of public recognition and renown insofar as it relates to soft drinks." Applicant's Memorandum in Response to Opposer's Motion for Summary Judgment (*hereinafter* "Appl. S.J. Memo") at 14.

8. "7-Eleven has additional GULP marks including, GULP, SUPER GULP, DOUBLE GULP, CAR GULP, X-TREME GULP and MINI GULP." Appl. S.J. Memo at 3.

9. "At one time . . . 7-Eleven sold bottled beverages under the GULP mark, including BIG GULP branded soft drinks and WATER GULP branded water." Appl. S.J. Memo" at 4.

10. "[A]t one time, [7-Eleven] sold products under the marks FRUIT GULP, GUMMI GULP AND [sic] SNACK GULP." Appl. S.J. Memo at 3.

11. "7-Eleven sells pet products including kitty litter, pet food and pet treats." Appl. S.J. Memo at 5.

12. "7-Eleven offers for sale groceries, household supplies, pet food and treats, and prepared food and beverages." Appl. S.J. Memo at 3.

13. Applicant's "HEALTHY GULP mark was first used in commerce" August 2007. Bucenell Decl. at 1, ¶ 6.; Applicant's Memorandum in Response to Opposer's Motion for Summary Judgment (*hereinafter* "Appl. S.J. Memo") at 2.

14. Applicant's "HEALTHY GULP is vitamin, mineral, and supplement enriched flavored and plain purified bottled water for cats and dogs." Appl. S.J. Memo at 7.

15. Applicant's "HEALTHY GULP is sold in 20 ounces bottles with a picture of a dog, cat or dog and cat on the label." Appl. S.J. Memo at 8.

16. Applicant's "HEALTHY GULP is offered in plain, peanut butter or tuna flavors." Appl. S.J. Memo at 8.

17. Labels affixed to applicant's product bear the text "Because We Deserve Bottled Water Too." Bucenell Decl. at 2, ¶ 11, and Exh. G; Appl. S.J. Memo at 11.

18. Applicant offered pet water under the HEALTHY GULP mark for sale at a price of $10.49 for a package of eight (8) twenty-ounce (20 oz.) bottles. Bucenell Decl. at 3, ¶ 12; Appl. S.J. Memo at 3 & 12.

19. Applicant offered her HEALTHY GULP pet water for sale through a proprietary web site associated with the domain name HEALTHYGULP.com. Bucenell Decl. at 3, ¶ 12; Appl. S.J. Memo at 3, 8 & 11.

20. As of August 2009, applicant had not offered her products under the HEALTHY GULP mark via Ebay "for nearly one year." Bucenell Decl. at 3, ¶ 12; Appl. S.J. Memo at 3.

21. Beverages sold under the BIG GULP mark at 7-ELEVEN stores have been offered at the price of $1.19. Bucenell Decl. at 4, Appl. S.J. Memo at 12.

22. 7-Eleven offers bottled water for sale under its own private label. Bucenell Decl. at 4-5; Appl. S.J. Memo at 9.

23. 7-Eleven offers bottled water for sale under its own private label at prices ranging from $0.99 for a 16.9 ounce bottle to $1.69 for a 1.5 liter bottle. Bucenell Decl. at 5.

24. Applicant offered unflavored water under her HEALTHY GULP mark. Bucenell Decl. at 2-3, ¶ 10; Appl. S.J. Memo at 2.

Opposer believes that the foregoing admissions are pertinent to issues of likelihood of confusion and dilution, including, *inter alia*, the strength of Opposer's trademarks, the relatedness of the parties' respective products, the parties' respective channels of trade for their products, and the exercise of consumer care in purchasing the parties' respective products.

Respectfully submitted,

FOLEY & LARDNER LLP

Date: December 6, 2010

Charles R. Mandly, Jr.
David A. Copland
Jason A. Berta
321 North Clark Street, 28th Floor
Chicago, Illinois 60654

Telephone: 312-832-4500
Facsimile: 312-832-4700

Attorneys for Opposer,
7-Eleven, Inc.

CERTIFICATE OF SERVICE

I, Jason A. Berta, counsel for Opposer, hereby certify that a copy of the foregoing OPPOSER'S NOTICE OF RELIANCE ON ADMISSIONS AGAINST INTEREST was served on this 6th day of December, 2010 via first class mail, postage prepaid, upon Applicant at:

Susan B. Bucenell
30623 Bittsbury Ct.
Wesley Chapel, FL 33543

Jason A. Berta

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

7-ELEVEN, INC.,	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No. 91177807
	)	
SUSAN B. BUCENELL,	)	
	)	
Applicant.	)	

SUBSTITUTE NOTICE OF RELIANCE ON OPPOSER'S REGISTRATIONS

Opposer, 7-Eleven, Inc. ("7-Eleven"), in accordance with Rules 2.122(d)(2) and (e) of the Trademark Rules of Practice, hereby gives notice of its reliance on the following federal registrations owned by 7-Eleven:

1,110,172

1,470,871

1,566,263

1,586,016

1,615,968

2,494,955

2,749,708

2,928,007

2,997,248

3,076,786

3,082,886

3,502,373

True copies of certified status copies of each of the aforesaid registrations showing the current title to the registrations are attached hereto. The relevance of these registrations is to evidence, *inter alia*, the validity and inherent distinctiveness of the subject marks, and 7-Eleven's ownership of such marks.

This notice of reliance is intended to substitute for, and supersede, the Notice of Reliance on Opposer's Registrations filed August 2, 2010.

Dated: December 6, 2010

Respectfully submitted,

FOLEY & LARDNER LLP

Charles R. Mandly, Jr.
David A. Copland
Jason A. Berta
321 North Clark Street, Suite 2800
Chicago, Illinois 60610-4764
312.832.4500 Telephone
312.832.4700 Facsimile

Attorneys for Opposer
7-ELEVEN, INC.

CERTIFICATE OF SERVICE

I, Jason A. Berta , counsel for Opposer, hereby certify that a copy of the foregoing SUBSTITUTE NOTICE OF RELIANCE ON OPPOSER'S REGISTRATIONS was served this 6th day of December, 2010 via first class mail, postage prepaid upon Applicant at:

Susan B. Bucenell
30623 Bittsbury Ct.
Wesley Chapel, FL 33543

Jason A. Berta

7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

September 30, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION *1,110,172* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *20* YEARS FROM *December 26, 1978*
2nd* RENEWAL FOR A TERM OF *10* YEARS FROM *December 26, 2008
SECTION 8 & 15
SAID RECORDS SHOW TITLE TO BE IN:

7-ELEVEN, INC.
A TEXAS CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

T. WALLACE
Certifying Officer

Int. Cl.: 32
Prior U.S. Cl.: 45
United States Patent and Trademark Office
10 Year Renewal

Reg. No. 1,110,172
Registered Dec. 26, 1978
Renewal Term Begins Dec. 26, 1998

TRADEMARK
PRINCIPAL REGISTER

BIG GULP

SOUTHLAND CORPORATION, THE (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES, IN CLASS 32 (U.S. CL. 45).
FIRST USE 2-22-1978; IN COMMERCE 2-22-1978.

SER. NO. 73-166,772, FILED 4-17-1978.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Nov. 10, 1998.

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

Reg. No. 1,110,172

Registered Dec. 26, 1978

TRADEMARK

Principal Register

BIG GULP

The Southland Corporation (Texas corporation)
2828 N. Haskell Ave.
Dallas, Tex. 75221

For: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES, in CLASS 32 (U.S. CL. 45).

First use at least as early as Feb. 22, 1978; in commerce at least as early as Feb. 22, 1978.

Ser. No. 166,772, filed Apr. 17, 1978.

L. STRICKMAN, Examiner

7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

September 27, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION *1,470,871* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *20* YEARS FROM *December 29, 1987*
1st RENEWAL FOR A TERM OF *10* YEARS FROM *December 29, 2007*
SECTION 8 & 15
SAID RECORDS SHOW TITLE TO BE IN:
7-ELEVEN, INC.
A TEXAS CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

P. SWAIN
Certifying Officer

Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

Reg. No. 1,470,871

Registered Dec. 29, 1987

TRADEMARK
PRINCIPAL REGISTER

SUPER BIG GULP

SOUTHLAND CORPORATION, THE (TEXAS CORPORATION)
2828 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES, IN CLASS 32 (U.S. CL. 45).

FIRST USE 6-1-1983; IN COMMERCE 6-1-1983.

OWNER OF U.S. REG. NO. 1,110,172.

SER. NO. 618,074, FILED 9-4-1986.

JULIE B. SEYLER, EXAMINING ATTORNEY

7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

September 27, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION *1,566,263* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *20* YEARS FROM *November 14, 1989*
1st* RENEWAL FOR A TERM OF *10* YEARS FROM *November 14, 2009
SECTION 8 & 15
SAID RECORDS SHOW TITLE TO BE IN:
7-ELEVEN, INC.
A TEXAS CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

P. SWAIN
Certifying Officer

Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

Reg. No. 1,566,263
Registered Nov. 14, 1989

TRADEMARK
PRINCIPAL REGISTER

DOUBLE GULP

SOUTHLAND CORPORATION, THE (TEXAS CORPORATION)
2828 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: SOFT DRINKS FOR CONSUMPTION ON AND OFF THE PREMISES, IN CLASS 32 (U.S. CL. 45).

FIRST USE 7-15-1987; IN COMMERCE 5-0-1988.

OWNER OF U.S. REG. NOS. 1,110,172, 1,437,474, AND 1,470,871.

SER. NO. 785,856, FILED 3-10-1989.

ALLISON C. MITCHELL, EXAMINING ATTORNEY

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

September 27, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION *1,586,016* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *10* YEARS FROM *March 06, 1990*
2nd* RENEWAL FOR A TERM OF *10* YEARS FROM *March 06, 2010
SECTION 8 & 15
SAID RECORDS SHOW TITLE TO BE IN:

7-ELEVEN, INC.
A TEXAS CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

P. SWAIN
Certifying Officer

Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

Reg. No. 1,586,016
Registered Mar. 6, 1990

TRADEMARK
PRINCIPAL REGISTER

GULP

SOUTHLAND CORPORATION, THE (TEXAS CORPORATION)
2828 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES, IN CLASS 32 (U.S. CL. 45).

FIRST USE 3-0-1989; IN COMMERCE 3-0-1989.

OWNER OF U.S. REG. NOS. 1,110,172 AND 1,470,871.

SER. NO. 73-817,236, FILED 8-7-1989.

KENNETH D. BATTLE, EXAMINING ATTORNEY

7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

September 27, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION *1,615,968* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *10* YEARS FROM *October 02, 1990*
2nd RENEWAL FOR A TERM OF *10* YEARS FROM *October 02, 2010*
SECTION 8 & 15
SAID RECORDS SHOW TITLE TO BE IN:
7-ELEVEN, INC.
A TEXAS CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

M. Tarver

M. TARVER
Certifying Officer

Int. Cl.: 32

Prior U.S. Cl.: 45

United States Patent and Trademark Office

Reg. No. 1,615,968

Registered Oct. 2, 1990

TRADEMARK
PRINCIPAL REGISTER

DOUBLE GULP

SOUTHLAND CORPORATION, THE (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES, IN CLASS 32 (U.S. CL. 45).

FIRST USE 7-15-1987; IN COMMERCE 5-0-1988.

OWNER OF U.S. REG. NOS. 1,110,172, 1,566,263 AND OTHERS.

THE MARK CONSISTS OF THE STYLIZED WORDS, "DOUBLE GULP".

SER. NO. 74-002,867, FILED 11-16-1989.

STEVEN R. FINE, EXAMINING ATTORNEY

7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

September 24, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION *2,494,955* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *10* YEARS FROM *October 02, 2001*

SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

Registrant

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

P. SWAIN
Certifying Officer

Int. Cls.: 21 and 32

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40, 45, 46, 48, and 50

United States Patent and Trademark Office

Reg. No. 2,494,955
Registered Oct. 2, 2001

TRADEMARK
PRINCIPAL REGISTER

CAR GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: REUSABLE PLASTIC CUPS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

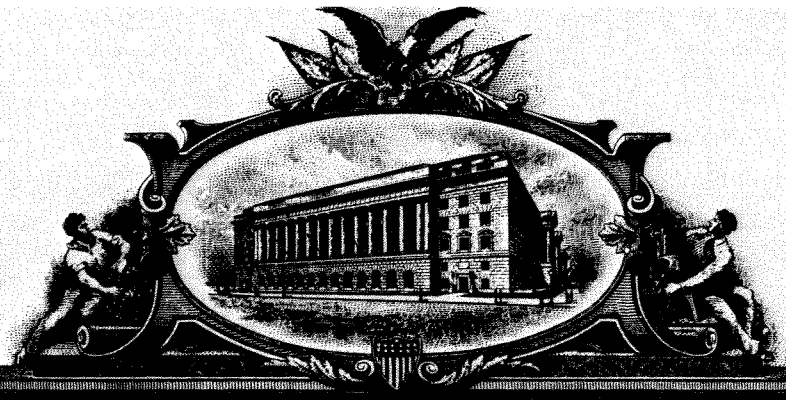
FIRST USE 2-29-2000; IN COMMERCE 2-29-2000.

FOR: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 2-29-2000; IN COMMERCE 2-29-2000.

SN 75-827,544, FILED 10-20-1999.

GEORGIA CARTY, EXAMINING ATTORNEY



7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

September 27, 2010

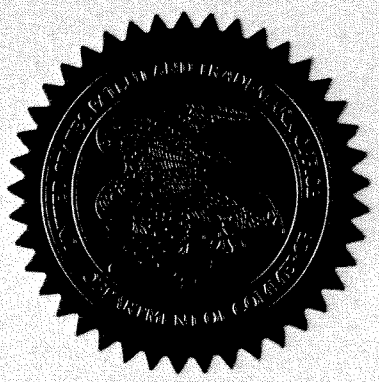
THE ATTACHED U.S. TRADEMARK REGISTRATION *2,749,708* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *10* YEARS FROM *August 12, 2003*
SECTION 8
SAID RECORDS SHOW TITLE TO BE IN:
Registrant

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

M. Tarver

M. TARVER
Certifying Officer



Int. Cl.: 32

Prior U.S. Cls.: 45, 46 and 48

United States Patent and Trademark Office

Reg. No. 2,749,708

Registered Aug. 12, 2003

TRADEMARK
PRINCIPAL REGISTER

BIG GULP FLAVOR SHOT

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: SOFT DRINKS AND SYRUPS OR CONCENTRATES ADDED TO SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 4-30-2002; IN COMMERCE 4-30-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FLAVOR SHOT", APART FROM THE MARK AS SHOWN.

SER. NO. 76-399,944, FILED 4-23-2002.

GEORGIA CARTY, EXAMINING ATTORNEY

7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

September 27, 2010

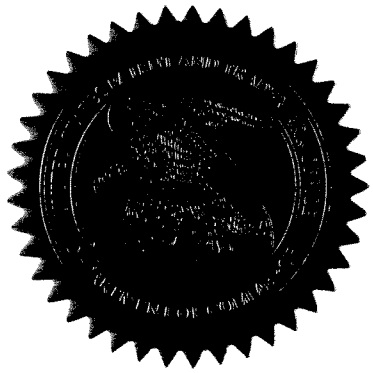
THE ATTACHED U.S. TRADEMARK REGISTRATION *2,928,007* IS CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF *10* YEARS FROM *February 22, 2005*
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

M. Tarver

M. TARVER
Certifying Officer



Int. Cls.: 21 and 32

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40, 45, 46, 48 and 50

Reg. No. 2,928,007

United States Patent and Trademark Office

Registered Feb. 22, 2005

TRADEMARK
PRINCIPAL REGISTER

PRO CAR GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: REUSABLE PLASTIC CUPS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 4-1-2004; IN COMMERCE 4-1-2004.

FOR: SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 4-1-2004; IN COMMERCE 4-1-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,494,955.

SER. NO. 78-376,439, FILED 3-1-2004.

LINDA POWELL, EXAMINING ATTORNEY

7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

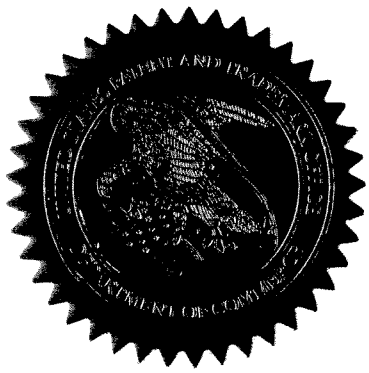
September 30, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION *2,997,248* IS CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF *10* YEARS FROM *September 20, 2005*
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

T. WALLACE
Certifying Officer



Int. Cl.: 32

Prior U.S. Cls.: 45, 46 and 48

United States Patent and Trademark Office

Reg. No. 2,997,248

Registered Sep. 20, 2005

TRADEMARK
PRINCIPAL REGISTER

BIG GULP SODA FLOAT

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: SOFT DRINKS CONTAINING ICE CREAM FOR CONSUMPTION ON OR OFF THE PREMISES, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 8-16-2004; IN COMMERCE 8-16-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,110,172, 2,718,348, AND 2,749,708.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SODA FLOAT", APART FROM THE MARK AS SHOWN.

SER. NO. 78-367,791, FILED 2-13-2004.

RONALD AIKENS, EXAMINING ATTORNEY

7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

September 30, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION *3,076,786* IS CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF *10* YEARS FROM *April 04, 2006*
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

T. WALLACE
Certifying Officer

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 3,076,786

Registered Apr. 4, 2006

TRADEMARK
PRINCIPAL REGISTER

BIG GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: CONFECTIONERY PRODUCTS, NAMELY CANDY, IN CLASS 30 (U.S. CL. 46).

FIRST USE 8-8-2005; IN COMMERCE 8-8-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,110,172, 2,718,348 AND OTHERS.

SER. NO. 78-612,911, FILED 4-20-2005.

MICHAEL TANNER, EXAMINING ATTORNEY

7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

September 30, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION *3,082,886* IS CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF *10* YEARS FROM *April 18, 2006*
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

T. WALLACE
Certifying Officer

Int. Cl.: 21

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40 and 50

United States Patent and Trademark Office

Reg. No. 3,082,886

Registered Apr. 18, 2006

TRADEMARK
PRINCIPAL REGISTER

TEAM GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
2711 NORTH HASKELL AVENUE
DALLAS, TX 75204

FOR: BEVERAGE CONTAINERS, NAMELY, REUSABLE PLASTIC CUPS, PLASTIC SPORTS AND SQUEEZE BOTTLES SOLD EMPTY, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 6-30-2005; IN COMMERCE 6-30-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,586,016, 2,660,731 AND OTHERS.

SER. NO. 78-706,473, FILED 9-2-2005.

MICHAEL TANNER, EXAMINING ATTORNEY

7259899

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

September 27, 2010

THE ATTACHED U.S. TRADEMARK REGISTRATION *3,502,373* IS CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF *10* YEARS FROM *September 16, 2008*
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

P. SWAIN
Certifying Officer

Int. Cl.: 32

Prior U.S. Cls.: 45, 46, and 48

United States Patent and Trademark Office

Reg. No. 3,502,373
Registered Sep. 16, 2008

TRADEMARK
PRINCIPAL REGISTER

ULTIMATE GULP

7-ELEVEN, INC. (TEXAS CORPORATION)
ONE ARTS PLAZA
1722 ROUTH STREET/SUITE 1000
DALLAS, TX 75201

FOR: BEVERAGES, NAMELY, CARBONATED AND NON-CARBONATED SOFT DRINKS FOR CONSUMPTION ON OR OFF THE PREMISES, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 6-30-2006; IN COMMERCE 6-30-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,110,172, 1,687,295, AND OTHERS.

SN 77-134,475, FILED 3-19-2007.

ELIZABETH BEYER, EXAMINING ATTORNEY

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

7-ELEVEN, INC.,	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No. 91177807
	)	
SUSAN B. BUCENELL,	)	
	)	
Applicant.	)	

OPPOSER'S SECOND NOTICE OF RELIANCE ON THIRD PARTY TRADEMARK REGISTRATIONS

Opposer, 7-Eleven, Inc. ("7-Eleven"), in accordance with Rule 2.122(e) of the Trademark Rules of Practice, hereby gives notice of reliance upon the following third party trademark registrations:

MARK	REG. NO	PERTINENT GOODS
NEWMAN'S OWN ORGANICS THE SECOND GENERATION	3830717	(int. cl. 29) snack food made from primarily organic ingredients, namely, organic dried fruit and organic soy crisps (int. cl. 30) snack food made from primarily organic ingredients, namely, organic pretzels, organic chocolate, organic cookies and organic unpopped popcorn; organically grown coffee and tea bags made from primarily organic ingredients; candy mint madefrom primarily organic ingredients (int. cl. 31) pet food and edible pet treats made from primarily organic ingredients
G (Stylized)	3842003	(int. cl. 29) frozen hamburger patties; processed edible seeds; processed nuts; dried fruits; raisins; trail mix, namely, snack mixes primarily consisting of processed fruits, processed nuts, pretzels; potato chips; olive oil; canned tomatoes; canned

MARK	REG. NO	PERTINENT GOODS
		beans; broth; soups; applesauce; jams; fruit preserves; peanut butter; soybean milk; milk; butter; cheese; frozen entrees consisting primarily of meat or cheese; frozen vegetables, namely, corn, peas, broccoli, cauliflower, green beans, and mixed vegetables; frozen fruits; pre-cut vegetable salad (int. cl. 30) teas; sesame sticks; chocolate coated nuts; yogurt coated nuts; macaroni and cheese; pesto sauce; bread balsamic vinegar; pasta; pasta sauce; salad dressing; salsa; macaroni and cheese; breakfast cereals; coffee; tortilla chips; cheese flavored snacks, namely, cheese puffs and cheese curls; popcorn; pretzels; crackers; cookies; ravioli; frozen entrees consisting primarily of rice or pasta, burritos; enchiladas; ice cream; ice cream sandwiches; sorbets; tortillas; tortilla chips (int. cl. 31) pet food; fresh vegetables (int. cl. 32) soda pop; fruit juices and fruit drinks
AMERICA'S CHOICE	2425385	(int. cl. 29) fresh, frozen and canned meats, fish, poultry and game; imitation meat and meat extracts; preserved, dried and cooked fruits and vegetables; eggs; milk; margarine, yogurt; frozen creamers; sour cream; frozen imitation eggs; edible oils; fruit preserves; pickles; shelled and roasted nuts; peanut butter; and potato chips (int. cl. 30) ice cream and ice milk; cocoa; rice, flour, breakfast cereal; bread; biscuits; cakes; pies; pretzels; popped popcorn; pizza, pastas, namely, spaghetti, macaroni, vermicelli, spaghettini, fettucine, ziti and pasta shells; frozen bagels, waffles and pancakes; baking powder and soda; tea; sugar; and corn starch, and frosting mixes; spices; extracts used as flavoring; and pancake syrup; hominy grits; mustard; catsup; relish; vinegar; sauces and gravy mixes (int. cl. 31) raw unprocessed nuts; unpopped popcorn; fresh fruits and

MARK	REG. NO	PERTINENT GOODS
		vegetables; seeds; live plants and flowers; and pet foods
TOATS	3674336	(int. cl. 30) oat-based, wheat-free, snack foods that are edible by people (int. cl. 31) oat-based, wheat-free, treats that are edible by dogs and horses
SAN AN & Design 三安	3598387	(int. cl. 29) canned fruits; cut vegetables; dried meat; edible fats; frozen fruits; fruit chips; milk products excluding ice cream, ice milk and frozen yogurt; processed eggs; proteins being foodstuffs for human consumption;vegetable salads (int. cl. 30) bread; cereal based snack food; corn flour; flour for food; honey; rice; rice flour; royal jelly for food purposes; spring rolls; wheat flour (int. cl. 31) agricultural grains for planting; food for animals; fresh apples; fresh fruits; fresh potatoes; fresh vegetables; seeds for agricultural purposes; unprocessed beets; unprocessed grains for eating; unprocessed vegetables
ARCTIC STORM	3520006	(int. cl. 29) seafood, namely, whole fish, dressed fish, fish fillets, minced fish, and fish roe (int. cl. 31) fish meal for animal feed

True copies of the TESS and TARR database records for each of the foregoing are filed herewith.

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The aforementioned materials submitted by 7-Eleven are pertinent to the issue of relatedness of the goods of the respective parties in this proceeding.

Dated: December 6, 2010

Respectfully submitted,

FOLEY & LARDNER LLP

Charles R. Mandly, Jr.
David A. Copland
Jason A. Berta
321 North Clark Street, Suite 2800
Chicago, Illinois 60610-4764
312.832.4500 Telephone
312.832.4700 Facsimile

Attorneys for Opposer
7-ELEVEN, INC.

CERTIFICATE OF SERVICE

I, Jason A. Berta , counsel for Opposer, hereby certify that a copy of the foregoing OPPOSER'S SECOND NOTICE OF RELIANCE ON THIRD PARTY TRADEMARK REGISTRATIONS was served this 6th day of December, 2010 via first class mail, postage prepaid upon Applicant at:

Susan B. Bucenell
30623 Bittsbury Ct.
Wesley Chapel, FL 33543

Jason A. Berta

United States Patent and Trademark Office

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Nov 20 04:05:46 EST 2010

Logout Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

NEWMAN'S OWN ORGANICS THE SECOND GENERATION

Word Mark	NEWMAN'S OWN ORGANICS THE SECOND GENERATION
Goods and Services	IC 029. US 046. G & S: Snack food made from primarily organic ingredients, namely, organic dried fruit and organic soy crisps. FIRST USE: 19930521. FIRST USE IN COMMERCE: 19930611 IC 030. US 046. G & S: Snack food made from primarily organic ingredients, namely, organic pretzels, organic chocolate, organic cookies and organic unpopped popcorn; organically grown coffee and tea bags made from primarily organic ingredients; candy mint made from primarily organic ingredients. FIRST USE: 19930611. FIRST USE IN COMMERCE: 19930900 IC 031. US 001 046. G & S: Pet food and edible pet treats made from primarily organic ingredients. FIRST USE: 20031017. FIRST USE IN COMMERCE: 20031017
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Trademark Search Facility Classification Code	NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks NUM-2 The number 2 or the word Two SHAPES-MISC Miscellaneous shaped designs
Serial Number	77818481
Filing Date	September 2, 2009
Current Filing Basis	1A
Original Filing Basis	1A
Published for	

Opposition	May 25, 2010
Registration Number	**3830717**
Registration Date	August 10, 2010
Owner	(REGISTRANT) No Limit, LLC LIMITED LIABILITY COMPANY CONNECTICUT 246 Post Road East Westport CONNECTICUT 06880
Attorney of Record	Jacqueline P. Scheib
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ORGANICS" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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|.HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY

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This page was generated by the TARR system on 2010-11-22 13:33:16 ET

Serial Number: 77818481 Assignment Information Trademark Document Retrieval

Registration Number: 3830717

Mark

NEWMAN'S OWN ORGANICS THE SECOND GENERATION

(words only): NEWMAN'S OWN ORGANICS THE SECOND GENERATION

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2010-08-10

Filing Date: 2009-09-02

Transformed into a National Application: No

Registration Date: 2010-08-10

Register: Principal

Law Office Assigned: LAW OFFICE 101

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-08-10

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. No Limit, LLC

Address:
No Limit, LLC
246 Post Road East

Westport, CT 06880
United States
Legal Entity Type: Limited Liability Company
State or Country Where Organized: Connecticut

GOODS AND/OR SERVICES

International Class: 029
Class Status: Active
Snack food made from primarily organic ingredients, namely, organic dried fruit and organic soy crisps
Basis: 1(a)
First Use Date: 1993-05-21
First Use in Commerce Date: 1993-06-11

International Class: 030
Class Status: Active
Snack food made from primarily organic ingredients, namely, organic pretzels, organic chocolate, organic cookies and organic unpopped popcorn; organically grown coffee and tea bags made from primarily organic ingredients; candy mint made from primarily organic ingredients
Basis: 1(a)
First Use Date: 1993-06-11
First Use in Commerce Date: 1993-09-00

International Class: 031
Class Status: Active
Pet food and edible pet treats made from primarily organic ingredients
Basis: 1(a)
First Use Date: 2003-10-17
First Use in Commerce Date: 2003-10-17

ADDITIONAL INFORMATION

Disclaimer: "ORGANICS"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-08-10 - Registered - Principal Register

2010-05-25 - Notice Of Publication E-Mailed

2010-05-25 - Published for opposition

2010-04-21 - Law Office Publication Review Completed

2010-04-21 - Assigned To LIE

2010-04-07 - Approved for Pub - Principal Register (Initial exam)

2010-04-06 - Teas/Email Correspondence Entered

2010-04-06 - Communication received from applicant

2010-04-06 - TEAS Response to Office Action Received

2009-12-06 - Notification Of Non-Final Action E-Mailed

2009-12-06 - Non-final action e-mailed

2009-12-06 - Non-Final Action Written

2009-12-06 - Assigned To Examiner

2009-09-08 - New Application Office Supplied Data Entered In Tram

2009-09-05 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Jacqueline P. Scheib

Correspondent
JACQUELINE P. SCHEIB
ROBINSON & COLE LLP
280 TRUMBULL ST FL 28
HARTFORD, CT 06103-3597
Phone Number: 860-275-8285
Fax Number: 860-275-8299

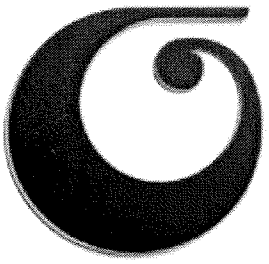
United States Patent and Trademark Office

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Nov 20 04:05:46 EST 2010

Logout | Please logout when you are done to release system resources allocated for you.

Record 1 out of 1



Word Mark G

Goods and Services

IC 003. US 001 004 006 050 051 052. G & S: Soaps; liquid soaps; bar soaps; anti-bacterial liquid soaps; anti-bacterial bar soaps; soaps and detergents for household use for the purposes of cleaning and maintenance without harm to the environment. FIRST USE: 20090600. FIRST USE IN COMMERCE: 20090600

IC 005. US 006 018 044 046 051 052. G & S: Dietary food supplements; hand sanitizing preparations. FIRST USE: 20100400. FIRST USE IN COMMERCE: 20100400

IC 009. US 021 023 026 036 038. G & S: Batteries. FIRST USE: 20100300. FIRST USE IN COMMERCE: 20100300

IC 016. US 002 005 022 023 029 037 038 050. G & S: Paper towels; paper table cloths; paper napkins; bathroom tissue; and facial tissues. FIRST USE: 20100400. FIRST USE IN COMMERCE: 20100400

IC 029. US 046. G & S: Frozen hamburger patties; processed edible seeds; processed nuts; dried fruits; raisins; trail mix, namely, snack mixes primarily consisting of processed fruits, processed nuts, pretzels; potato chips; olive oil; canned tomatoes; canned beans; broth; soups; applesauce; jams; fruit preserves; peanut butter; soybean milk; milk; butter; cheese; frozen entrees consisting primarily of meat or cheese; frozen vegetables, namely, corn, peas, broccoli, cauliflower, green beans, and mixed vegetables; frozen fruits; pre-cut vegetable salad. FIRST USE: 20081200. FIRST USE IN COMMERCE: 20081200

IC 030. US 046. G & S: Teas; sesame sticks; chocolate coated nuts; yogurt coated nuts; macaroni and cheese; pesto sauce; bread balsamic vinegar; pasta; pasta sauce; salad dressing; salsa; macaroni and cheese; breakfast cereals; coffee; tortilla chips; cheese flavored snacks, namely, cheese puffs and cheese curls; popcorn; pretzels; crackers; cookies; ravioli; frozen entrees

	consisting primarily of rice or pasta, burritos; enchiladas; ice cream; ice cream sandwiches; sorbets; tortillas; tortilla chips. FIRST USE: 20081200. FIRST USE IN COMMERCE: 20081200 IC 031. US 001 046. G & S: Pet food; fresh vegetables. FIRST USE: 20081200. FIRST USE IN COMMERCE: 20081200 IC 032. US 045 046 048. G & S: Soda pop; fruit juices and fruit drinks. FIRST USE: 20081200. FIRST USE IN COMMERCE: 20081200
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.01.26 - Coils; Spirals; Swirls 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved
Trademark Search Facility Classification Code	LETS-1 G A single letter, multiples of a single letter or in combination with a design SHAPES-ASTRO Astronomical shapes consisting of celestial bodies, globes and geographical maps SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles
Serial Number	77409787
Filing Date	February 29, 2008
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	April 29, 2008
Registration Number	**3842003**
Registration Date	August 31, 2010
Owner	(REGISTRANT) The Great Atlantic & Pacific Tea Company, Inc. CORPORATION MARYLAND 2 Paragon Drive Montvale NEW JERSEY 07645
Attorney of Record	Arlana S. Cohen
Description of Mark	Color is not claimed as a feature of the mark.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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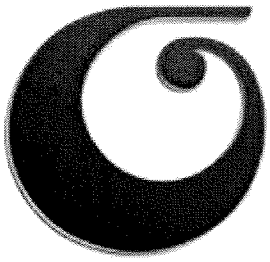
This page was generated by the TARR system on 2010-11-22 13:33:41 ET

Serial Number: 77409787 Assignment Information Trademark Document Retrieval

Registration Number: 3842003

Mark



(words only): G

Standard Character claim: No

Current Status: Registered.

Date of Status: 2010-08-31

Filing Date: 2008-02-29

Transformed into a National Application: No

Registration Date: 2010-08-31

Register: Principal

Law Office Assigned: LAW OFFICE 103

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-07-29

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. The Great Atlantic & Pacific Tea Company, Inc.

Address:
The Great Atlantic & Pacific Tea Company, Inc.
2 Paragon Drive

Montvale, NJ 07645
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Maryland

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
Soaps; liquid soaps; bar soaps; anti-bacterial liquid soaps; anti-bacterial bar soaps; soaps and detergents for household use for the purposes of cleaning and maintenance without harm to the environment
Basis: 1(a)
First Use Date: 2009-06-00
First Use in Commerce Date: 2009-06-00

International Class: 005
Class Status: Active
Dietary food supplements; hand sanitizing preparations
Basis: 1(a)
First Use Date: 2010-04-00
First Use in Commerce Date: 2010-04-00

International Class: 009
Class Status: Active
Batteries
Basis: 1(a)
First Use Date: 2010-03-00
First Use in Commerce Date: 2010-03-00

International Class: 016
Class Status: Active
Paper towels; paper table cloths; paper napkins; bathroom tissue; and facial tissues
Basis: 1(a)
First Use Date: 2010-04-00
First Use in Commerce Date: 2010-04-00

International Class: 029
Class Status: Active
Frozen hamburger patties; processed edible seeds; processed nuts; dried fruits; raisins; trail mix, namely, snack mixes primarily consisting of processed fruits, processed nuts, pretzels; potato chips; olive oil; canned tomatoes; canned beans; broth; soups; applesauce; jams; fruit preserves; peanut butter; soybean milk; milk; butter; cheese; frozen entrees consisting primarily of meat or cheese; frozen vegetables, namely, corn, peas, broccoli, cauliflower, green beans, and mixed vegetables; frozen fruits; pre-cut vegetable salad
Basis: 1(a)
First Use Date: 2008-12-00
First Use in Commerce Date: 2008-12-00

International Class: 030
Class Status: Active

Teas; sesame sticks; chocolate coated nuts; yogurt coated nuts; macaroni and cheese; pesto sauce; bread balsamic vinegar; pasta; pasta sauce; salad dressing; salsa; macaroni and cheese; breakfast cereals; coffee; tortilla chips; cheese flavored snacks, namely, cheese puffs and cheese curls; popcorn; pretzels; crackers; cookies; ravioli; frozen entrees consisting primarily of rice or pasta, burritos; enchiladas; ice cream; ice cream sandwiches; sorbets; tortillas; tortilla chips
Basis: 1(a)
First Use Date: 2008-12-00
First Use in Commerce Date: 2008-12-00

International Class: 031
Class Status: Active
Pet food; fresh vegetables
Basis: 1(a)
First Use Date: 2008-12-00
First Use in Commerce Date: 2008-12-00

International Class: 032
Class Status: Active
Soda pop; fruit juices and fruit drinks
Basis: 1(a)
First Use Date: 2008-12-00
First Use in Commerce Date: 2008-12-00

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s):
26.01.26 - Coils; Spirals; Swirls
26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-08-31 - Registered - Principal Register

2010-07-30 - Notice Of Acceptance Of Statement Of Use E-Mailed

2010-07-29 - Law Office Registration Review Completed

2010-07-28 - Allowed for Registration - Principal Register (SOU accepted)

2010-07-26 - Statement Of Use Processing Complete

2010-07-19 - Use Amendment Filed

2010-07-19 - TEAS Statement of Use Received

2010-01-28 - Extension 3 granted

2010-01-22 - Extension 3 filed

2010-01-22 - TEAS Extension Received

2009-08-18 - Extension 2 granted

2009-07-17 - Extension 2 filed

2009-08-18 - Case Assigned To Intent To Use Paralegal

2009-07-17 - TEAS Extension Received

2009-01-20 - Extension 1 granted

2009-01-20 - Extension 1 filed

2009-01-20 - TEAS Extension Received

2008-07-22 - NOA Mailed - SOU Required From Applicant

2008-04-29 - Published for opposition

2008-04-09 - Notice of publication

2008-03-21 - Law Office Publication Review Completed

2008-03-20 - Approved For Pub - Principal Register

2008-03-20 - Data Modification Completed

2008-03-20 - Examiner's Amendment Entered

2008-03-20 - Notification Of Examiners Amendment E-Mailed

2008-03-20 - Examiners amendment e-mailed

2008-03-20 - Examiners Amendment -Written

2008-03-20 - Assigned To LIE

2008-03-19 - Assigned To Examiner

2008-03-06 - Notice Of Pseudo Mark Mailed

2008-03-05 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Arlana S. Cohen

Correspondent
ARLANA S. COHEN
COWAN, LIEBOWITZ & LATMAN, P.C.
1133 AVENUE OF THE AMERICAS
NEW YORK, NY 10036-6710
Phone Number: 212 790-9200
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United States Patent and Trademark Office

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Nov 20 04:05:46 EST 2010

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Record 1 out of 1

Typed Drawing

Word Mark AMERICA'S CHOICE

Goods and Services

IC 001. US 001 005 006 010 026 046. G & S: [rock salt,] deicing preparations for use on exterior surfaces, namely, driveways, sidewalks, entryways and windows; [stain repellents for clothing, upholstery and carpeting;] and artificial sweeteners. FIRST USE: 19950800. FIRST USE IN COMMERCE: 19950800

IC 006. US 002 012 013 014 023 025 050. G & S: aluminum foil. FIRST USE: 19941000. FIRST USE IN COMMERCE: 19941000

IC 016. US 002 005 022 023 029 037 038 050. G & S: paper and plastic products, namely, stationery and envelopes; napkins; tissues; paper towels; paper bags; toilet paper; plastic wrap; plastic bags; freezer paper; and disposable diapers. FIRST USE: 19931000. FIRST USE IN COMMERCE: 19931000

IC 021. US 002 013 023 029 030 033 040 050. G & S: [small domestic utensils; namely, cooking and food molds, pot and pan scrapers, and spatulas and whisks; all-purpose portable household containers, namely, baskets, mugs, beverage dispensers, bottles sold empty, bowls, buckets,] cookware, namely, [pots and pans,] dinner plates, cups and drinking glasses; brooms and dusters, namely, cleaning brushes and squeegees [; toothbrushes] ; cleaning cloths, cleaning and scouring pads and steel wool for cleaning. FIRST USE: 19950800. FIRST USE IN COMMERCE: 19950800

(CANCELLED) IC 025. US 022 039. G & S: [hosiery sold exclusively in registrant's retail outlets]. FIRST USE: 19960700. FIRST USE IN COMMERCE: 19960700

IC 029. US 046. G & S: fresh, frozen and canned meats, fish, poultry and game; imitation meat and meat extracts; preserved, dried and cooked fruits and vegetables; eggs; milk; margarine, yogurt; frozen creamers; sour cream; frozen imitation eggs; edible oils; fruit preserves; pickles; shelled and roasted nuts; peanut butter; and potato chips. FIRST USE: 19930700. FIRST USE IN COMMERCE: 19930700

IC 030. US 046. G & S: ice cream and ice milk; cocoa; rice, flour, breakfast cereal; bread; biscuits; cakes; pies; pretzels; popped popcorn; pizza, pastas, namely, spaghetti, macaroni, vermicelli, spaghettini, fettucine, ziti and pasta shells; frozen bagels, waffles and pancakes; [frozen yogurt;] baking powder and soda; [coffee;] tea; sugar; [corn meal] and corn starch, [fudge] and frosting

mixes; [marshmallow cream;] spices; extracts used as flavoring; [meat tenderizers; molasses] and pancake syrup; hominy grits; mustard; catsup; relish; vinegar; sauces and gravy mixes[; and chewing gum]. FIRST USE: 19930815. FIRST USE IN COMMERCE: 19930815

IC 031. US 001 046. G & S: raw unprocessed nuts; unpopped popcorn; fresh fruits and vegetables; seeds; live plants and flowers; and pet foods. FIRST USE: 19960200. FIRST USE IN COMMERCE: 19960200

IC 034. US 002 008 009 017. G & S: matches. FIRST USE: 19941000. FIRST USE IN COMMERCE: 19941000

Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74332876
Filing Date	November 19, 1992
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	September 16, 1997
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	**2425385**
Registration Date	January 30, 2001
Owner	(REGISTRANT) Great Atlantic & Pacific Tea Company, The CORPORATION MARYLAND 2 Paragon Drive Montvale NEW JERSEY 07645
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MARK J. SPECINER
Prior Registrations	1384513;1690377
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AMERICA'S" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. PARTIAL SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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|.HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY

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Serial Number: 74332876 Assignment Information Trademark Document Retrieval

Registration Number: 2425385

Mark (words only): AMERICA'S CHOICE

Standard Character claim: No

Current Status: Partial Section 8 and 15 affidavits have been accepted and acknowledged.

Date of Status: 2007-04-04

Filing Date: 1992-11-19

Transformed into a National Application: No

Registration Date: 2001-01-30

Register: Principal

Law Office Assigned: LAW OFFICE 112

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 830 -Post Registration

Date In Location: 2007-04-04

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Great Atlantic & Pacific Tea Company, The

Address:
Great Atlantic & Pacific Tea Company, The
2 Paragon Drive
Montvale, NJ 07645
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Maryland

GOODS AND/OR SERVICES

International Class: 001
Class Status: Active

deicing preparations for use on exterior surfaces, namely, driveways, sidewalks, entryways and windows; and artificial sweeteners
Basis: 1(a)
First Use Date: 1995-08-00
First Use in Commerce Date: 1995-08-00

International Class: 006
Class Status: Active
aluminum foil
Basis: 1(a)
First Use Date: 1994-10-00
First Use in Commerce Date: 1994-10-00

International Class: 016
Class Status: Active
paper and plastic products, namely, stationery and envelopes; napkins; tissues; paper towels; paper bags; toilet paper; plastic wrap; plastic bags; freezer paper; and disposable diapers
Basis: 1(a)
First Use Date: 1993-10-00
First Use in Commerce Date: 1993-10-00

International Class: 021
Class Status: Active
cookware, namely, dinner plates, cups and drinking glasses; brooms and dusters, namely, cleaning brushes and squeegees; cleaning cloths, cleaning and scouring pads and steel wool for cleaning
Basis: 1(a)
First Use Date: 1995-08-00
First Use in Commerce Date: 1995-08-00

International Class: 025
Class Status: Section 8 - Cancelled
Basis: 1(a)
First Use Date: 1996-07-00
First Use in Commerce Date: 1996-07-00

International Class: 029
Class Status: Active
fresh, frozen and canned meats, fish, poultry and game; imitation meat and meat extracts; preserved, dried and cooked fruits and vegetables; eggs; milk; margarine, yogurt; frozen creamers; sour cream; frozen imitation eggs; edible oils; fruit preserves; pickles; shelled and roasted nuts; peanut butter; and potato chips
Basis: 1(a)
First Use Date: 1993-07-00
First Use in Commerce Date: 1993-07-00

International Class: 030
Class Status: Active
ice cream and ice milk; cocoa; rice, flour, breakfast cereal; bread; biscuits; cakes; pies; pretzels; popped popcorn; pizza, pastas, namely, spaghetti, macaroni, vermicelli, spaghettini, fettucine, ziti and pasta shells; frozen bagels, waffles and pancakes; baking powder and soda; tea; sugar; and corn starch, and frosting mixes; spices; extracts used as flavoring; and pancake syrup; hominy grits; mustard; catsup;

relish; vinegar; sauces and gravy mixes
Basis: 1(a)
First Use Date: 1993-08-15
First Use in Commerce Date: 1993-08-15

International Class: 031
Class Status: Active
raw unprocessed nuts; unpopped popcorn; fresh fruits and vegetables; seeds; live plants and flowers; and pet foods
Basis: 1(a)
First Use Date: 1996-02-00
First Use in Commerce Date: 1996-02-00

International Class: 034
Class Status: Active
matches
Basis: 1(a)
First Use Date: 1994-10-00
First Use in Commerce Date: 1994-10-00

ADDITIONAL INFORMATION

Disclaimer: "AMERICA'S"

Prior Registration Number(s):
1384513
1690377

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2007-04-04 - Partial Section 8 (6-year) accepted & Section 15 acknowledged

2007-03-07 - Assigned To Paralegal

2007-01-23 - Section 8 (6-year) and Section 15 Filed

2007-01-23 - TEAS Section 8 & 15 Received

2006-07-17 - Case File In TICRS

2006-04-05 - Assignment Of Ownership Not Updated Automatically

2004-02-03 - PAPER RECEIVED

2001-01-30 - Registered - Principal Register

2000-11-27 - Allowed for Registration - Principal Register (SOU accepted)

2000-07-27 - Statement Of Use Processing Complete

2000-07-26 - Extension 5 granted

2000-05-31 - Use Amendment Filed

2000-05-31 - Extension 5 filed

2000-01-06 - Extension 4 granted

1999-11-23 - Extension 4 filed

1999-07-02 - Extension 3 granted

1999-06-07 - Extension 3 filed

1998-12-29 - Extension 2 granted

1998-12-07 - Extension 2 filed

1998-06-27 - Extension 1 granted

1998-06-04 - Extension 1 filed

1997-12-09 - NOA Mailed - SOU Required From Applicant

1997-09-16 - Published for opposition

1997-08-15 - Notice of publication

1997-07-18 - Approved For Pub - Principal Register

1997-07-11 - Examiner's amendment mailed

1995-01-30 - Letter of suspension mailed

1994-12-08 - Communication received from applicant

1994-04-25 - Letter of suspension mailed

1994-03-07 - Communication received from applicant

1993-09-30 - Letter of suspension mailed

1993-09-08 - Communication received from applicant

1993-07-07 - Assigned To Examiner

1993-03-15 - Non-final action mailed

1993-01-28 - Communication received from applicant

1993-02-10 - Assigned To Examiner

1993-02-08 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
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Correspondent
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C/O GREAT ATLANTIC & PACIFIC TEA CO.
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MONTVALE, NJ 07645

United States Patent and Trademark Office

Trademarks > Trademark Electronic Search System (TESS)

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Record 1 out of 1

TOATS

Word Mark	TOATS
Goods and Services	IC 030. US 046. G & S: Oat-based, wheat-free, snack foods that are edible by people. FIRST USE: 20090100. FIRST USE IN COMMERCE: 20090328 IC 031. US 001 046. G & S: Oat-based, wheat-free, treats that are edible by dogs and horses. FIRST USE: 20090100. FIRST USE IN COMMERCE: 20090328
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77581824
Filing Date	September 30, 2008
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	March 3, 2009
Registration Number	**3674336**
Registration Date	August 25, 2009
Owner	(REGISTRANT) MFG2, LLC DBA Toats or Toats Organic LIMITED LIABILITY COMPANY VIRGINIA P.O. Box 55 Hamilton VIRGINIA 20159
Attorney of Record	Philana S. Handler
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-11-22 13:37:21 ET

Serial Number: 77581824 Assignment Information Trademark Document Retrieval

Registration Number: 3674336

Mark

TOATS

(words only): TOATS

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2009-08-25

Filing Date: 2008-09-30

Transformed into a National Application: No

Registration Date: 2009-08-25

Register: Principal

Law Office Assigned: LAW OFFICE 103

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-07-23

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. MFG2, LLC

DBA/AKA/TA/Formerly: DBA Toats or Toats Organic
Address:
MFG2, LLC

P.O. Box 55
Hamilton, VA 20159
United States
Legal Entity Type: Limited Liability Company
State or Country Where Organized: Virginia

GOODS AND/OR SERVICES

International Class: 030
Class Status: Active
Oat-based, wheat-free, snack foods that are edible by people
Basis: 1(a)
First Use Date: 2009-01-00
First Use in Commerce Date: 2009-03-28

International Class: 031
Class Status: Active
Oat-based, wheat-free, treats that are edible by dogs and horses
Basis: 1(a)
First Use Date: 2009-01-00
First Use in Commerce Date: 2009-03-28

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-08-25 - Registered - Principal Register

2009-07-23 - Law Office Registration Review Completed

2009-07-21 - Allowed for Registration - Principal Register (SOU accepted)

2009-07-07 - Statement Of Use Processing Complete

2009-06-11 - Use Amendment Filed

2009-07-07 - Case Assigned To Intent To Use Paralegal

2009-06-11 - TEAS Statement of Use Received

2009-05-26 - NOA Mailed - SOU Required From Applicant

2009-03-03 - Published for opposition

2009-02-11 - Notice of publication

2009-01-26 - Law Office Publication Review Completed

2009-01-26 - Assigned To LIE

2009-01-13 - Approved For Pub - Principal Register

2009-01-08 - Teas/Email Correspondence Entered

2009-01-08 - Communication received from applicant

2009-01-08 - TEAS Response to Office Action Received

2008-12-29 - Notification Of Non-Final Action E-Mailed

2008-12-29 - Non-final action e-mailed

2008-12-29 - Non-Final Action Written

2008-12-29 - Assigned To Examiner

2008-10-03 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Philana S. Handler

Correspondent
PHILANA S. HANDLER
WHITHAM, CURTIS, CHRISTOFFERSON & COOK
11491 SUNSET HILLS RD STE 340
RESTON, VA 20190
Phone Number: 703-787-9400
Fax Number: 703-787-7557

United States Patent and Trademark Office

Trademarks > Trademark Electronic Search System (TESS)

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三安

Translations The non-latin character(s) in the mark transliterate into SAN and AN and this means THREE and PEACEFUL respectively. The phrase as a whole has no meaning in English. The foreign wording in the mark translates into English as THREE and PEACEFUL respectively.

Goods and Services

IC 001. US 001 005 006 010 026 046. G & S: Biochemical catalysts; Chemical products for the fresh-keeping and preserving of food; Cultures of microorganisms other than for medical and veterinary use; Fertilizers for agricultural use; Germination inhibitors; Manure; Plant growth regulating preparations; Plant hormones (phytohormones); Soil conditioning preparations; Substances for regulating plant growth. FIRST USE: 20050110. FIRST USE IN COMMERCE: 20080410

IC 005. US 006 018 044 046 051 052. G & S: Air freshening preparations; Dietetic foods adapted for medical use; Dietetic sugar for medical use; Food for babies; Mineral food supplements; Nutritional additives for medical purposes for use in foods and dietary supplements for human consumption; Pesticides; Powdered milk for babies; Preparations for destroying parasites; Processed food adapted for medical purposes. FIRST USE: 20050110. FIRST USE IN COMMERCE: 20080410

IC 029. US 046. G & S: Canned fruits; Cut vegetables; Dried meat; Edible fats; Frozen fruits; Fruit chips; Milk products excluding ice cream, ice milk and frozen yogurt; Processed eggs; Proteins being foodstuffs for human consumption; Vegetable salads. FIRST USE: 20050110. FIRST USE IN COMMERCE: 20080410

IC 030. US 046. G & S: Bread; Cereal based snack food; Corn flour; Flour for food; Honey; Rice; Rice flour; Royal jelly for food purposes; Spring rolls; Wheat flour. FIRST USE: 20050110. FIRST USE IN COMMERCE: 20080410

IC 031. US 001 046. G & S: Agricultural grains for planting; Food for animals; Fresh apples; Fresh fruits; Fresh potatoes; Fresh vegetables; Seeds for agricultural purposes; Unprocessed beets;

	Unprocessed grains for eating; Unprocessed vegetables. FIRST USE: 20050110. FIRST USE IN COMMERCE: 20080410
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	28.01.03 - Asian characters; Chinese characters; Japanese characters
Trademark Search Facility Classification Code	NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks NUM-3 The number 3 or the word Three SHAPES-BAR-BANDS Designs with bar, bands or lines
Serial Number	77557541
Filing Date	August 28, 2008
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	January 13, 2009
Registration Number	**3598387**
Registration Date	March 31, 2009
Owner	(REGISTRANT) SAN`AN SCIENCE AND TECHNOLOGY CO. LTD, BEIJING. LIMITED LIABILITY COMPANY CHINA 16 Guangqumennei St, Chongwen District Rm 905/906, 9/F, Huanjing Bldg Beijing CHINA
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of 2 Chinese characters.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-11-22 13:37:50 ET

Serial Number: 77557541 Assignment Information Trademark Document Retrieval

Registration Number: 3598387

Mark

三安

Standard Character claim: No

Current Status: Registered.

Date of Status: 2009-03-31

Filing Date: 2008-08-28

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: 2009-03-31

Register: Principal

Law Office Assigned: LAW OFFICE 109

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-03-31

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. SAN`AN SCIENCE AND TECHNOLOGY CO. LTD, BEIJING.

Address:

SAN`AN SCIENCE AND TECHNOLOGY CO. LTD, BEIJING.
16 Guangqumennei St, Chongwen District Rm 905/906, 9/F, Huanjing Bldg
Beijing
China
Legal Entity Type: Limited Liability Company
State or Country Where Organized: China

GOODS AND/OR SERVICES

International Class: 001
Class Status: Active
Biochemical catalysts; Chemical products for the fresh-keeping and preserving of food; Cultures of microorganisms other than for medical and veterinary use; Fertilizers for agricultural use; Germination inhibitors; Manure; Plant growth regulating preparations; Plant hormones (phytohormones); Soil conditioning preparations; Substances for regulating plant growth
Basis: 1(a)
First Use Date: 2005-01-10
First Use in Commerce Date: 2008-04-10

International Class: 005
Class Status: Active
Air freshening preparations; Dietetic foods adapted for medical use; Dietetic sugar for medical use; Food for babies; Mineral food supplements; Nutritional additives for medical purposes for use in foods and dietary supplements for human consumption; Pesticides; Powdered milk for babies; Preparations for destroying parasites; Processed food adapted for medical purposes
Basis: 1(a)
First Use Date: 2005-01-10
First Use in Commerce Date: 2008-04-10

International Class: 029
Class Status: Active
Canned fruits; Cut vegetables; Dried meat; Edible fats; Frozen fruits; Fruit chips; Milk products excluding ice cream, ice milk and frozen yogurt; Processed eggs; Proteins being foodstuffs for human consumption; Vegetable salads
Basis: 1(a)
First Use Date: 2005-01-10
First Use in Commerce Date: 2008-04-10

International Class: 030
Class Status: Active
Bread; Cereal based snack food; Corn flour; Flour for food; Honey; Rice; Rice flour; Royal jelly for food purposes; Spring rolls; Wheat flour
Basis: 1(a)
First Use Date: 2005-01-10
First Use in Commerce Date: 2008-04-10

International Class: 031
Class Status: Active
Agricultural grains for planting; Food for animals; Fresh apples; Fresh fruits; Fresh potatoes; Fresh vegetables; Seeds for agricultural purposes; Unprocessed beets; Unprocessed grains for eating;

Unprocessed vegetables
Basis: 1(a)
First Use Date: 2005-01-10
First Use in Commerce Date: 2008-04-10

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Description of Mark: The mark consists of 2 Chinese characters.

Translation: The foreign wording in the mark translates into English as THREE and PEACEFUL respectively.

Transliteration: The non-latin character(s) in the mark transliterate into SAN and AN and this means THREE and PEACEFUL respectively. The phrase as a whole has no meaning in English.

Design Search Code(s):
28.01.03 - Asian characters; Chinese characters; Japanese characters

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-03-31 - Registered - Principal Register

2009-01-13 - Published for opposition

2008-12-24 - Notice of publication

2008-12-09 - Law Office Publication Review Completed

2008-12-09 - Assigned To LIE

2008-12-03 - Approved for Pub - Principal Register (Initial exam)

2008-12-03 - Examiner's Amendment Entered

2008-12-03 - Notification Of Examiners Amendment E-Mailed

2008-12-03 - Examiners amendment e-mailed

2008-12-03 - Examiners Amendment -Written

2008-12-02 - Assigned To Examiner

2008-09-03 - Notice Of Design Search Code Mailed

2008-09-02 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
JANET LEE
1747 CHADWICKE CIR
NAPERVILLE, IL 60540-0398

Domestic Representative
Janet Lee

United States Patent and Trademark Office

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Nov 20 04:05:46 EST 2010

Logout | Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

ARCTIC STORM

Word Mark	ARCTIC STORM
Goods and Services	IC 029. US 046. G & S: seafood, namely, whole fish, dressed fish, fish fillets, minced fish, and fish roe. FIRST USE: 19870200. FIRST USE IN COMMERCE: 19870200 IC 031. US 001 046. G & S: fish meal for animal feed. FIRST USE: 19870200. FIRST USE IN COMMERCE: 19870200
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77428688
Filing Date	March 21, 2008
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	August 5, 2008
Registration Number	**3520006**
International Registration Number	0980436
Registration Date	October 21, 2008
Owner	(REGISTRANT) Arctic Storm, Inc. CORPORATION WASHINGTON #3201 400 North 34th Street Seattle WASHINGTON 981038600
Attorney of Record	Lorraine Linford
Prior Registrations	1474339
Type of Mark	TRADEMARK
Register	PRINCIPAL

Live/Dead Indicator LIVE

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-11-22 13:38:17 ET

Serial Number: 77428688 Assignment Information Trademark Document Retrieval

Registration Number: 3520006

Mark

ARCTIC STORM

(words only): ARCTIC STORM

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2008-10-21

Filing Date: 2008-03-21

Transformed into a National Application: No

Registration Date: 2008-10-21

Register: Principal

Law Office Assigned: LAW OFFICE 108

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2008-10-21

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Arctic Storm, Inc.

Address:
Arctic Storm, Inc.
#3201 400 North 34th Street

Seattle, WA 981038600
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Washington

GOODS AND/OR SERVICES

International Class: 029
Class Status: Active
seafood, namely, whole fish, dressed fish, fish fillets, minced fish, and fish roe
Basis: 1(a)
First Use Date: 1987-02-00
First Use in Commerce Date: 1987-02-00

International Class: 031
Class Status: Active
fish meal for animal feed
Basis: 1(a)
First Use Date: 1987-02-00
First Use in Commerce Date: 1987-02-00

ADDITIONAL INFORMATION

Prior Registration Number(s):
1474339

MADRID PROTOCOL INFORMATION

USPTO Reference Number: A0013806
International Registration Number: 0980436
International Registration Date: 2008-09-12
Original Filing Date with USPTO: 2008-09-12
International Registration Status: Application For IR Registered By IB
Date of International Registration Status: 2008-11-06
International Registration Renewal Date: 2018-09-12
Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:
02-06-2009 - 16:59:03 - Ceasing Of Effect Reviewed - No Action Required By Office
01-22-2009 - 08:00:26 - Partial Ceasing Of Effect To Be Processed
11-06-2008 - 19:34:00 - Application For IR Registered By IB
09-17-2008 - 21:00:56 - IR Certified And Sent To IB
09-17-2008 - 10:43:14 - Manually Certified
09-12-2008 - 18:57:35 - New Application For IR Received

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document

Retrieval" shown near the top of this page.

2008-10-21 - Registered - Principal Register

2008-08-05 - Published for opposition

2008-07-16 - Notice of publication

2008-07-01 - Law Office Publication Review Completed

2008-07-01 - Assigned To LIE

2008-06-30 - Approved for Pub - Principal Register (Initial exam)

2008-06-26 - Examiner's Amendment Entered

2008-06-26 - Notification Of Examiners Amendment E-Mailed

2008-06-26 - Examiners amendment e-mailed

2008-06-26 - Examiners Amendment -Written

2008-06-26 - Assigned To Examiner

2008-03-25 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Lorraine Linford

Correspondent
LORRAINE LINFORD
SEED IP LAW GROUP PLLC
701 5TH AVE STE 5400
SEATTLE, WA 98104-7064
Phone Number: 206-622-4900
Fax Number: 206-682-6031

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

7-ELEVEN, INC., Opposer,	)	Opposition No. 91177807
vs.	)	
SUSAN B. BUCENELL Applicant.	)	

OPPOSER'S SECOND NOTICE OF RELIANCE ON PRINTED PUBLICATIONS: DICTIONARY, JOURNAL ARTICLES, WEB PAGES

Opposer, 7-Eleven, Inc. ("7-Eleven"), in accordance with Rule 2.122(e) of the Trademark Rules of Practice, hereby gives notice of its reliance on the following printed publications:

1. A definition of the term "soft drink" from page 884 of the American Heritage Desk Dictionary (Houghton Mifflin Company, 1981). Such publication evidences the common meaning of a term used in the identification of goods in Opposer's asserted registrations.

2. A definition of the term "soft drink" from page 1611 of the New Oxford Dictionary (Oxford University Press, Inc., 2d ed. 2005). Such publication evidences the common meaning of a term used in the identification of goods in Opposer's asserted registrations.

3. A definition of the term "gulp" from Webster's Third New International Dictionary, Unabridged (Merriam-Webster, 2002), accessed at http://unabridged.merriam-

webster.com on December 6, 2010. Such publication evidences the common meaning of a term common to the parties' marks.

4. The journal article authored by Barin Selcuk et al. entitled "Effect of temperature on electrophysiological parameters of swallowing" published on November 3, 2007 in Volume 44 of the Journal of Rehabilitation Research & Development. Such publication evidences information related to the inherent strength of the Opposer's marks.

5. The journal article (including English translation of the Abstract) authored by Wiriya Limchalerm et al. entitled "Effects of Gender and Body Mass Index on the Volume of Swallowed Water" published in May 2007 in Volume 10, Number 1 of the Srinakharinwirot Journal of Pharmaceutical Sciences. Such publication evidences information related to the inherent strength of the Opposer's marks.

6. A print out of the pages of the website associated with third party domain name TOATSORGANIC.com as it appeared on the date it was printed, December 6, 2010. These pages were access on that date at the following URL address: http://www.toatsorganic.com/page12.html. Such pages evidence the relationship of the parties' respective goods.

7. A print out of the pages of the website associated with Applicant's domain name HEALTHYGULP.com as it appeared on the date it was printed, June 4, 2009. These pages were accessed on that date at the following URL addresses:

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http://www.healthygulp.com/buy.php;

http://www.healthygulp.com/buy_plainflavor.html;

http://www.healthygulp.com/buy_tunaflavor.html;

http://www.healthygulp.com/buy_peanutflavor.html; and

http://www.healthygulp.com/news.html.

Such pages evidence the actual use of the Applicant's mark, including channel of trade and price of the goods.

Dated: December 6, 2010

Respectfully submitted,

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I, Jason A. Berta , counsel for Opposer, hereby certify that a copy of the foregoing OPPOSER'S SECOND NOTICE OF RELIANCE ON PRINTED PUBLICATIONS: DICTIONARY, JOURNAL ARTICLES, WEB PAGES was served this 6th day of December, 2010 via first class mail, postage prepaid upon Applicant at:

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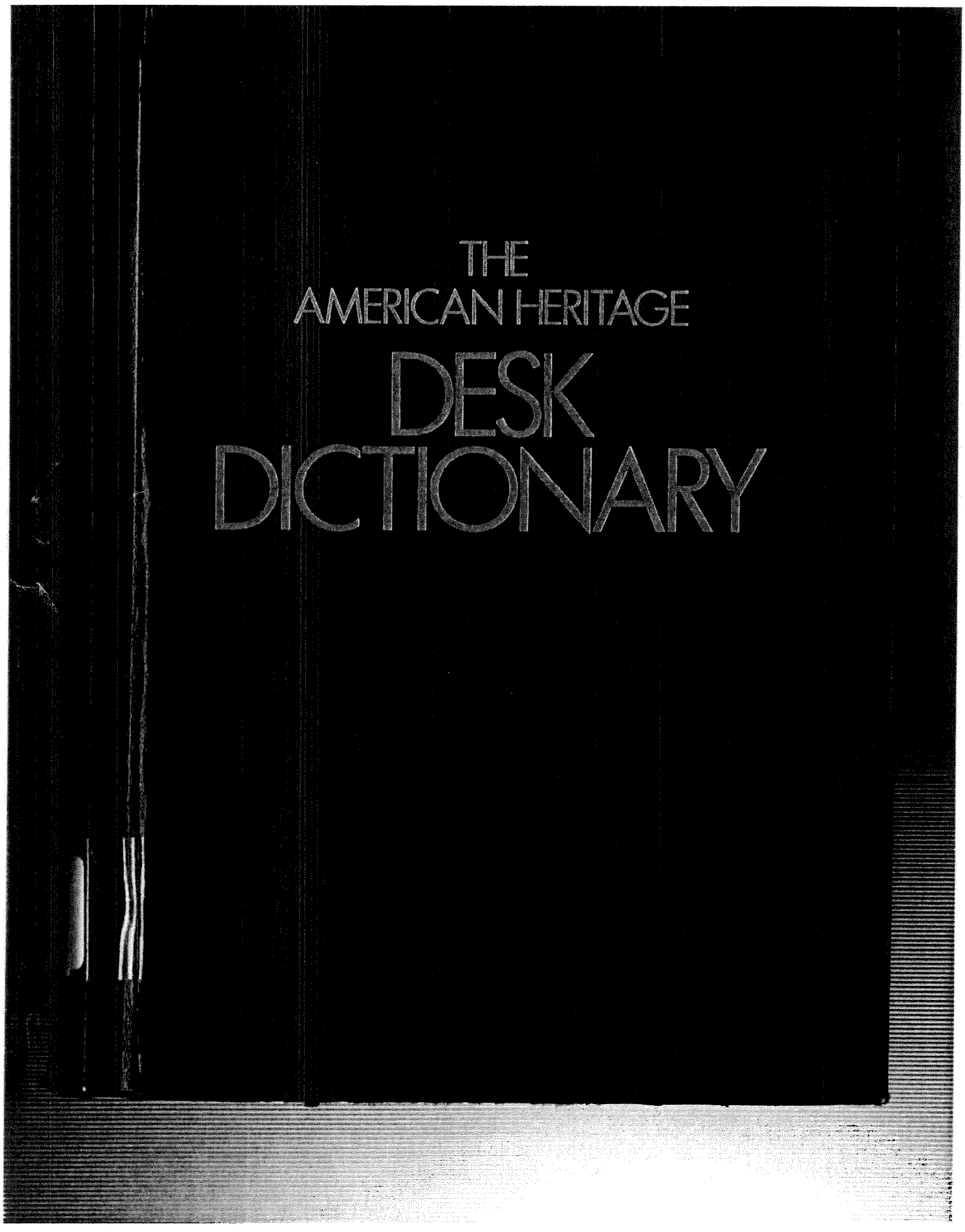
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sod (sŏd) *n.* **1.** A section of grass-covered surface soil held together by matted roots; turf. **2.** The ground, esp. when covered with grass. —***modifier:*** *a sod roof.* —*tr.v.* **sod·ded, sod·ding.** To cover with sod. [Middle English, from Middle Low German or Middle Dutch *sode.*]

so·da (sō'də) *n.* **1. a.** Any of various forms of sodium carbonate. **b.** Chemically combined sodium. **2. a.** Carbonated water. **b.** A flavored, carbonated soft drink; soda pop. **c.** A drink made from carbonated water, ice cream, and usu. flavoring. [Medieval Latin *soda,* barilla, a plant whose ashes are a source of sodium carbonate.]

soda ash. Crude anhydrous sodium carbonate.

soda cracker. A thin, usu. square cracker leavened slightly with baking soda.

soda fountain. A counter equipped for preparing and serving soft drinks and ice-cream dishes.

soda jerk. *Slang.* A person who works at a soda fountain.

soda lime. A mixture of calcium hydroxide and sodium or potassium hydroxide, used as a drying agent and carbon dioxide absorbent.

so·dal·i·ty (sō-dăl'ĭ-tē) *n., pl.* **-ties. 1.** An association, esp. in the Roman Catholic Church, a devotional or charitable society. **2.** Fellowship. [Latin *sodālitās,* fellowship, from *sodālis,* fellow, intimate.]

soda pop. *Informal.* A carbonated soft drink; soda.

soda water. Water that has been charged with carbon dioxide under pressure, used in various drinks.

sod·den (sŏd'n). *adj.* **1.** Thoroughly soaked; saturated. **2.** Soggy and heavy. **3.** Bloated and dull, esp. from drink. [Middle English *soden,* from the past part. of *sethen,* to seethe.] —**sod'den·ly** *adv.* —**sod'den·ness** *n.*

so·di·um (sō'dē-əm) *n. Symbol* **Na** A soft, light, extremely malleable silver-white metallic element that reacts explosively with water, is naturally abundant in combined forms, esp. in common salt, and is used in the production of a wide variety of industrially important compounds. Atomic number 11; atomic weight 22.99; melting point 97.8°C; boiling point 892°C; specific gravity 0.971; valence 1. [SOD(A) + -IUM.]

sodium benzoate. The sodium salt of benzoic acid, C_6H_5COONa, used as a food preservative and antiseptic. Also called **benzoate of soda.**

sodium bicarbonate. A white crystalline compound, $NaHCO_3$, with a slightly alkaline taste, used esp. in making effervescent salts and beverages and baking soda. Also called **baking soda** and **bicarbonate of soda.**

sodium carbonate. 1. A white powdery compound, Na_2CO_3, used in the manufacture of sodium bicarbonate, sodium nitrate, glass, ceramics, detergents, and soap. **2.** Any of various hydrated carbonates of sodium.

sodium chloride. A colorless crystalline compound, NaCl, used in the manufacture of chemicals and as a food preservative and seasoning. Also called **table salt.**

sodium cyanide. A poisonous white crystalline compound, NaCN, used in smelting gold and silver from ores.

sodium glu·ta·mate (glōō'tə-māt'). A white crystalline compound used for seasoning food.

sodium hydroxide. An alkaline compound, NaOH, used in chemicals and soaps and in petroleum refining. Also called **caustic soda** and **lye.**

sodium hyposulfite. **Sodium thiosulfate.**

sodium nitrate. A white crystalline compound, $NaNO_3$, used in explosives and tobacco. Also called **saltpeter.**

sodium thi·o·sul·fate (thī'ə-sŭl'fāt'). A white, translucent crystalline compound, $Na_2S_2O_3·5H_2O$, used as a photographic fixing agent and as a bleach. Also called **hyposulfite.**

so·di·um-va·por lamp (sō'dē-əm-vā'pər). An electric lamp that contains a small amount of sodium and neon gas, used in generating yellow light for lighting streets.

Sod·om (sŏd'əm) *n.* **1.** In the Old Testament, a city that God destroyed for wickedness. **2.** A sinful place.

so·fa (sō'fə) *n.* A long upholstered seat with a back and arms. [Ult. from Arabic *suffah,* a dais used for sitting.]

sof·fit (sŏf'ĭt) *n.* The underside of a structural component, such as a beam, arch, staircase, or cornice. [French *soffite,* from Italian *soffita,* from Latin *suffixus,* "something fastened beneath."]

soft (sôft, sŏft) *adj.* **-er, -est. 1.** Not hard or firm; offering little resistance. **2.** Out of condition; flabby. **3.** Smooth or fine to the touch. **4.** Not loud, harsh, or irritating; low toned: *a soft voice.* **5.** Not brilliant or glaring; subdued: *soft colors.* **6.** Not sharply drawn or delineated: *soft charcoal shading.* **7.** Mild; balmy: *a soft breeze.* **8. a.** Of a gentle disposition; yielding. **b.** Affectionate. **c.** Not stern; lenient. **9.** *Informal.* Simple; feeble: *soft in the head.* **10.** *Informal.* Easy: *a soft job.* **11.** Apt to change, fluctuate, or devaluate. **12.** Containing relatively little dissolved mineral matter: *soft water.* **13.** Designating the sound of the letters c and g as they are pronounced in *receive* and *general.* —See Syns at **gentle.** —*adv.* Gently; softly. [Middle English, agreeable, pleasant, from Old English *sōfte.*] —**soft'ly** *adv.* —**soft'ness** *n.*

soft-ball (sôft'bôl', sŏft'-) *n.* **1.** A variation of baseball played on a smaller diamond with a larger, softer ball that is pitched underhand. **2.** The ball used in this game. —***modifier:*** *a softball player.*

soft-boiled (sôft'boild', sŏft'-) *adj.* Boiled for a short time so that no part becomes solid: *a soft-boiled egg.*

soft coal. Bituminous coal.

soft drink. A cold beverage that is nonalcoholic.

soft·en (sô'fən, sŏf'ən) *tr.v.* To make less severe or softer. —*intr.v.* To become soft or softer. —**soft'en·er** *n.*

soft-finned (sôft'find', sŏft'-) *adj.* Having fins supported by flexible cartilaginous rays.

soft-head·ed (sôft'hed'ĭd, sŏft'-) *adj.* Lacking judgment, realism, or firmness. —**soft'head'ed·ly** *adv.*

soft-heart·ed (sôft'här'tĭd, sŏft'-) *adj.* Easily moved; tender; merciful. —See Syns at **gentle.** —**soft'heart'ed·ly** *adv.* —**soft'heart'ed·ness** *n.*

soft landing. The landing of a space vehicle at a velocity low enough to prevent damage.

soft palate. The movable fold that hangs from the back of the hard palate and closes off the nasal cavity from the mouth cavity during swallowing or sucking.

soft pedal. A pedal used to mute tone, as on a piano.

soft-ped·al (sôft'pĕd'l, sŏft'-) *tr.v.* **-aled** or **-alled, -al·ing** or **-al·ling. 1.** To soften or mute the tone of by depressing the soft pedal. **2.** *Informal.* To make less emphatic or obvious.

soft sell. *Informal.* A subtly persuasive and low-pressure method of selling or advertising.

soft-shell (sôft'shĕl', sŏft'-) *adj.* Also **soft-shelled** (-shĕld'). Having a soft shell, esp. as a result of recent molting.

soft-shell clam. A common edible clam, *Mya arenaria,* with a thin, elongated shell.

soft-shoe (sôft'shōō', sŏft'-) *adj.* Of or describing a type of tap dancing performed in tapless, soft-soled shoes.

soft shoulder. A border of soft earth running along the edge of a road.

soft soap. **1.** A semifluid soap. **2.** *Informal.* Cajolery.

soft-soap (sôft'sōp', sŏft'-) *tr.v. Informal.* To flatter in order to gain something; cajole. —**soft'-soap'er** *n.*

soft-spo·ken (sôft'spō'kən, sŏft'-) *adj.* **1.** Speaking with a soft or gentle voice. **2.** Gently persuasive.

soft·ware (sôft'wâr', sŏft'-) *n.* Written or printed data, such as programs, routines, and symbolic languages, essential to the operation and maintenance of computers.

soft·wood (sôft'wŏod', sŏft'-) *n.* **1.** The wood of a cone-bearing tree, such as a pine, fir, or cedar. **2.** A cone-bearing tree. —***modifier:*** *softwood panels.*

soft·y (sôf'tē, sŏf'-) *n., pl.* **-ies.** *Informal.* **1.** A weak or sentimental person. **2.** A person who finds it difficult to punish or be strict.

sog·gy (sŏg'ē, sô'gē) *adj.* **-gi·er, -gi·est. 1.** Saturated or sodden with moisture; soaked. **2.** Lacking spirit; dull. [Provincial *sog,* to soak.] —**sog'gi·ly** *adv.* —**sog'gi·ness** *n.*

soil[1] (soil) *n.* **1.** The top layer of the earth's surface, suitable for the growth of plant life. **2.** A particular kind of earth or ground: *sandy soil.* **3.** Country; territory; region: *native soil.* **4.** A place or condition favorable to growth. [Middle English, from Norman French, from Latin *solium,* seat.]

soil[2] (soil) *tr.v.* **1.** To make dirty, esp. on the surface; begrime. **2.** To disgrace; tarnish: *soil his reputation.* **3.** To corrupt; defile. **4.** To dirty with excrement. —*intr.v.* To become dirty, stained, or tarnished. —*n.* **1. a.** The condition of being soiled. **b.** A stain. **2.** Manure, esp. human ex-

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...ic irony ▸*n.* a pose of ignorance assumed in order to entice others into making statements that can then be challenged.

sod /säd/ ▸*n.* (the sod) the surface of the ground, with the grass growing on it. ■ a piece of this, usually cut in rolls and used to start a new lawn, athletic field, etc.

sod-ded, sod-ding [*trans.*] cover with sod or pieces of turf: *the stadium has been sodded.* ▷late Middle English, from Middle Dutch, Middle Low German *sode*, of unknown ultimate origin.

under the sod ▸*n.* the old sod one's native country.

under the sod dead and buried in a grave.

sod /säd/ ▸*n. chiefly Brit., vulgar slang* an unpleasant or obnoxious person. ■ [with *adj.*] a person of a specified kind. ■ something that is difficult or causes problems.

sod-ded, sod-ding [*trans.*] used to express one's anger or annoyance at someone or something. ■ [*intransitive*] **sod off** [in *imperative*] go away. ■ [as *adj.*] **sodding** used as a general term of contempt. ▷late 19th cent.: abbreviation of **SODOMITE**.

not give a sod all absolutely nothing.

soda /'sōdə/ ▸*n.* **1** (also **soda water** or **club soda**) aerated water (originally made with sodium bicarbonate) drunk alone or with liquor or wine: *a whisky and soda.* ■ (also **soda pop**) a carbonated soft drink: *a can of soda.* **2** sodium carbonate, esp. as a natural mineral or as an industrial chemical. ■ sodium in chemical combination: *nitrate of soda.* ▷late Middle English (sense 2): from medieval Latin, from Arabic *suwwād* 'saltwort.'

soda ash ▸*n.* commercially manufactured anhydrous sodium carbonate.

soda bread ▸*n.* bread leavened with baking soda.

soda cracker ▸*n.* a thin, crisp cracker leavened with baking soda.

soda fountain ▸*n.* a device that dispenses soda water for soft drinks. ■ a shop or counter selling drinks from such a device.

soda jerk (also **soda jerk-er**) ▸*n. informal, dated* a person who serves and sells soft drinks and ice cream at a soda fountain.

soda lake ▸*n.* a salt lake with a high content of sodium salts.

soda lime ▸*n.* a mixture of calcium oxide and sodium hydroxide.

sodalite /'sōdl,īt/ ▸*n.* a blue mineral consisting mainly of an aluminosilicate and chloride of sodium, occurring chiefly in alkaline igneous rocks. ▷early 19th cent.: from **SODA** + **-LITE**.

sodality /sō'dalitē/ ▸*n.* (*pl.* **-ties**) a confraternity or association, esp. a Roman Catholic religious guild or brotherhood. ■ fraternity; friendship. ▷early 17th cent.: from French *sodalité* or Latin *sodalitas*, from *sodalis* 'companion.'

soda pop ▸*n.* see **SODA** (sense 1).

soda water ▸*n.* see **SODA** (sense 1).

sodbuster /'säd,bəstər/ ▸*n. informal* a farmer or farm worker who plows the land.

sodden /'sädn/ ▸*adj.* saturated with liquid, esp. so as to be soaked through: *his clothes were sodden.* ■ [in combination] having drunk an excessive amount of a specified alcoholic drink: *a whiskey-sodden criminal.* ■ *archaic* saturate (something) with water. ▷Middle English (in the sense 'boiled, cooked by stewing'): archaic past participle of **SEETHE**. —**sod-den-ly** *adv.* —**sod-den-ness** *n.*

Soddy /'sädē/, Frederick (1877–1956), English chemist. He assisted William Ramsay in the discovery of helium, formulated a theory of isotopes,

SODA. • Chem. formula: $NaCO_3$.

so-di-um chlo-ride ▸*n.* a colorless crystalline compound occurring naturally in seawater and halite; common salt. • Chem. formula: NaCl.

so-di-um cy-a-nide ▸*n.* a white odorless crystalline soluble compound that has, when damp, an odor of hydrogen cyanide. It is used for extracting gold and silver from their ores and for case-hardening steel. • Chem. formula: NaCN.

so-di-um hy-drox-ide ▸*n.* a strongly alkaline white deliquescent compound used in many industrial processes, e.g., the manufacture of soap and paper. • Chem. formula: NaOH.

so-di-um ni-trate ▸*n.* a white powdery compound used mainly in the manufacture of fertilizers. • Chem. formula: $NaNO_3$.

so-di-um thi-o-sul-phate /ˌTHīō'səlfāt/ ▸*n.* a white soluble compound used in photography as a fixer to dissolve unchanged silver halides. Also called **HYPO**[1]. • Chem. formula: $Na_2S_2O_3$.

so-di-um-va-por lamp (also **so-di-um lamp**) ▸*n.* a lamp in which an electrical discharge in sodium vapor gives a yellow light, typically used in street lighting.

Sod-om /'sädəm/ a town in ancient Palestine, probably south of the Dead Sea. According to Gen. 19:24 it was destroyed by fire from heaven, together with Gomorrah, for the wickedness of its inhabitants. ■ [as *n.*] (**a Sodom**) a wicked or depraved place.

sod-om-ite /'sädəˌmīt/ ▸*n.* a person who engages in sodomy. ▷Middle English (in the sense 'sodomy'): via Old French from late Latin *Sodomita*, from Greek *Sodomitēs* 'inhabitant of Sodom.' —**sod-o-mit-ic** /ˌsädə'mitik/ *adj.* —**sod-o-mit-i-cal** /ˌsädə'mitikəl/ *adj.*

sod-om-y /'sädəmē/ ▸*n.* sexual intercourse involving anal or oral copulation. ▷Middle English: from medieval Latin *sodomia*, from late Latin *peccatum Sodomiticum* 'sin of Sodom' (after Gen. 19:5, which implies that the men of Sodom practiced homosexual rape) (see **SODOM**). —**sod-om-ize** /'sädəˌmīz/ *v.*

Sod's Law /sädz/ another name for **MURPHY'S LAW**.

SOE ▸*abbr.* Special Operations Executive.

so-ev-er /sō'evər/ ▸*adv. archaic* or *poetic/literary* of any kind; to any extent: *how great soever the assurance is.*

-soever ▸*comb. form* of any kind; to any extent: *whatsoever* | *whosoever.* ▷Middle English: originally as the phrase *so ever.*

so-fa /'sōfə/ ▸*n.* a long upholstered seat with a back and arms, for two or more people. ▷early 17th cent.: from French, based on Arabic *ṣuffa.*

so-fa bed ▸*n.* a sofa that can be converted into a bed, typically for occasional use.

SOFAR /'sōfär/ (also **sofar**) ▸*n.* a system in which the sound waves from an underwater explosion are detected and located by three or more listening stations, useful in determining the position at sea of survivors of a disaster. ▷1940s: from *So(und) f(ixing) a(nd) r(anging).*

sof-fit /'säfit/ ▸*n.* the underside of an architectural structure, such as an arch, a balcony, or overhanging eaves. ▷early 17th cent.: from French *soffite* or Italian *soffitta*, based on Latin *suffixus* 'fastened below.'

So-fi-a /sō'fēə; 'sōfēə/ the capital of Bulgaria, in the western part of the country; pop. 1,221,000.

so-fri-to /sō'frētō/ ▸*n.* a Caribbean and Latin American sauce of tomatoes, onions, peppers, garlic, and herbs. ▷American Spanish, from past participle of Spanish *sofreír* 'to fry.'

S. of S. ▸*abbr. Bible* Song of Songs (or Song of Solomon).

language) not harsh or angry; conciliatory; soothing: *he was no good with soft words, gentle phrases.* ■ not strong or robust: *soft, out-of-shape executives in a computer company.* ■ *informal* (of a job or way of life) requiring little effort. ■ (of news or other journalism) regarded more as entertainment than as basic news: *fashion is regarded as soft news.* ■ willing to compromise in political matters; moderate: *candidates ranging from far right to soft left.* ■ *informal* foolish; silly: *he must be going soft in the head.* ■ [*predic.*] (**soft on**) *informal* infatuated with: *was Brendan soft on her?* ■ *chiefly Brit.* willing to compromise in political matters; moderate: *candidates ranging from far right to soft left.* **4** (of a drink) not alcoholic: *all they had was ginger ale and a few other soft drinks.* ■ (of a drug) not likely to cause addiction. ■ (of water) free from mineral salts that make lathering difficult. ■ (of radiation) having little penetrating power. ■ (of a detergent) biodegradable. ■ (also **soft-core**) (of pornography) suggestive or erotic but not explicit.

▸*adv.* softly: *I can just speak soft and she'll hear me.* ■ in a weak or foolish way: *don't talk soft.* ▷Old English *sōfte* 'agreeable, calm, gentle': related to Dutch *zacht* and German *sanft.* —**soft-ish** *adj.* —**soft-ness** *n.*

▸*PHRASES* □ **have a soft spot for** be fond of or affectionate toward. □ **soft option** an easier alternative: *probation should in no sense be seen as a soft option by the judiciary.* □ **soft touch** (also **easy touch**) *informal* a person who readily gives or does something if asked.

soft-a /'sôftə/ ▸*n.* a Muslim student of sacred law and theology. ▷Turkish, from Persian *sūkta* 'burned, on fire.'

soft-ball /'sôf(t),bôl/ ▸*n.* a modified form of baseball played on a smaller field with a larger ball, seven rather than nine innings, and underarm pitching. The game evolved in the U.S. during the late 19th century from a form of indoor baseball. ■ the ball used in this game.

soft-boiled ▸*adj.* (of an egg) boiled for a short time, leaving the yolk soft or liquid. ■ *figurative* gentle or sentimental: *she's perfected the soft-boiled New York type she's played in most of her movies.*

soft chan-cre /'SHANGKƏr/ ▸*n.* another term for **CHANCROID**.

soft clam ▸*n.* another term for **SOFT-SHELL CLAM**.

soft coal ▸*n.* bituminous coal.

soft cop-y ▸*n. Computing* a legible version of a piece of data that is not printed on a physical medium, esp. as stored or displayed on a computer.

soft cor-al ▸*n.* see **CORAL** (sense 2).

soft-core ▸*adj.* another term for **SOFT** (sense 4).

soft cov-er /'sôf(t),kəvər/ ▸*adj.* & *n.* another term for **PAPERBACK**.

soft crab ▸*n.* another term for **SOFT-SHELL CRAB**.

soft drink ▸*n.* a nonalcoholic drink, esp. one that is carbonated.

soft-en /'sôfən/ ▸*v.* make or become less hard: [*trans.*] *plant extracts to soften and moisturize the skin* | [*intrans.*] *let the vegetables soften over a low heat.* ■ make or become less severe: [*intrans.*] *her expression softened at the sight of Diane's white face.* ■ [*trans.*] undermine the resistance of (someone): *the blockade appears a better weapon with which to soften them up for eventual surrender.* ■ [*trans.*] remove mineral salts from (water).

soft-en-er /'sôf(ə)nər/ ▸*n.* a substance or device that softens something, esp. a fabric softener.

2 entries found.

gulp[1,verb]
gulp[2,noun]

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Double-click any word in the entry to see its definition.

Main Entry: **[2]gulp** Pronunciation Guide
Pronunciation: "
Function: *noun*
Inflected Form(s): **-s**
1 a : the act or an instance of gulping <swallowed the medicine at one *gulp*> **b :** the amount taken in a single large swallow <had time only for a *gulp* of hot coffee>
2 a : a spasmodic action of the throat made in or as if in swallowing **b :** the sound of such action <eyes wide and luminous, cheeks flushed ... she spoke in *gulps* -- Murray Schumach>

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Effect of temperature on electrophysiological parameters of swallowing

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Abstract — The effect of three different temperature ranges on the triggering of voluntary-induced swallowing and on the duration of the pharyngeal phase of oropharyngeal swallowing was studied electrophysiologically. The relationship between volume and temperature of liquids swallowed was also explored. This study included 40 nondisabled volunteers (23 male and 17 female). Laryngeal vertical movements and submental electromyographic activity were recorded as each subject swallowed water at three different temperature ranges: normal (23-25 °C), cold (8-10 °C), and hot (58-60 °C). The time for triggering of the pharyngeal phase of swallowing was found to be shorter for cold and hot water than for normal temperature water ($p < 0.01$). The duration of the pharyngeal phase of oropharyngeal swallowing was also shorter for cold and hot water than for normal temperature water ($p < 0.05$). The maximum capacity of a single bolus (dysphagia limit) was >20 mL of water in all nondisabled subjects for different temperatures. However, the capacity was significantly less for hot water relative to normal temperature water and cold water ($p < 0.05$). In conclusion, the temperature ranges used in this study were found to be effective in triggering voluntary-induced swallowing.

Key words: deglutition, dysphagia, electrophysiological method, laryngeal sensor, neurophysiology, rehabilitation, sensory, submental EMG, swallowing, temperatures, thermal stimulation.

Abbreviations: CPG = central pattern generator, EMG = electromyographical, SM-EMG = submental EMG.

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INTRODUCTION

The sensory receptors in the oropharyngeal mucosae are involved with initiating voluntary-induced swallows, and they relay the information to the brain about the size, viscosity, and temperature of the bolus to be swallowed. The importance of sensory inputs during swallowing has been shown in research without [1-3] and with human subjects [4-10]. Among the sensory variables, the effects of bolus volume and viscosity on swallowing have been frequently studied [9-12]. On the other hand, the effects of bolus temperature on oropharyngeal swallowing have been scarcely documented [13-16]. Logemann has proposed that thermal stimulation increases oral awareness, provides an alerting sensory stimulus to the pharyngeal swallow, and is triggered more rapidly by initiation of swallowing at the oral cavity [13]. Other research has shown that a therapy technique called "thermal stimulation" is helpful in shortening the duration of delay of pharyngeal phase swallowing in dysphagic patients [11,13-14,16-18]. However, Shaker et al. has shown that temperature does not have any significant effect on the threshold volume for triggering pharyngeal swallowing [15].

Previous studies have mainly focused on the triggering of swallows, especially around the mucosae of the posterior oral cavity, but none has focused on the changes to the pharyngeal phase of swallowing in different temperatures. The effects of extreme temperature changes (cold vs hot) and their influence on bolus volume and oropharyngeal swallowing have not been systematically studied. Therefore, this study had three purposes. First, this study explored the effects of three different temperature ranges (i.e., cold, hot, and normal) on the triggering of voluntary-induced swallowing. Second, this study investigated the effect of different temperatures on the duration of the pharyngeal phase of swallowing. Finally, we investigated the relationship between the size and the temperature of liquids to be swallowed. All the aspects of swallowing were studied with use of the electrophysiological methods described in other research [8-9,19].

MATERIALS AND METHODS

Study participants included 40 nondisabled volunteers (23 males and 17 females at an average age of 47.9 ± 15.6 [mean ± standard deviation]), most of whom were hospital staff, including the authors. This study was approved by the ethics committee of our hospital, and informed consent was obtained from each subject.

The nondisabled subjects were asked to sit on an examination couch and instructed to hold their heads in a natural upright position. Electrophysiological measurements were then taken [8-10]. For detection of laryngeal movements (upward and downward), a mechanical laryngeal sensor that consists of a single piezoelectric wafer with a 4.0 × 2.5 mm rubber bulge fixed at its center was placed over the cricothyrotomy region between the cricoid and thyroid cartilages on the midline. The sensor was secured with a rubber band tied around the neck, and its output was connected to the first channel of the electromyographical (EMG) apparatus (Neuropack μ, Nihon Kohden Corp, Tokyo, Japan) (**Figure 1(a)-(b)**). The sensor amplifier output was also bandpass-filtered (cutoff frequencies 0.01-20.00 Hz). The sensor detected two deflections of generally opposing polarity during each swallow. The first deflection of the laryngeal sensor signals represents the upward movement of the larynx and the second deflection represents the downward movement (**Figure 1(c)**). The upward and

downward deflections of the laryngeal sensor were sometimes diphasic or triphasic. Their shortest time with high amplitude at the beginning of deflection from the baseline was important and accepted as the point of onset. The leading or trailing edge of the first deflection was used to trigger the delay-line circuitry of the recording apparatus so that all signals were time-locked to the same instant.

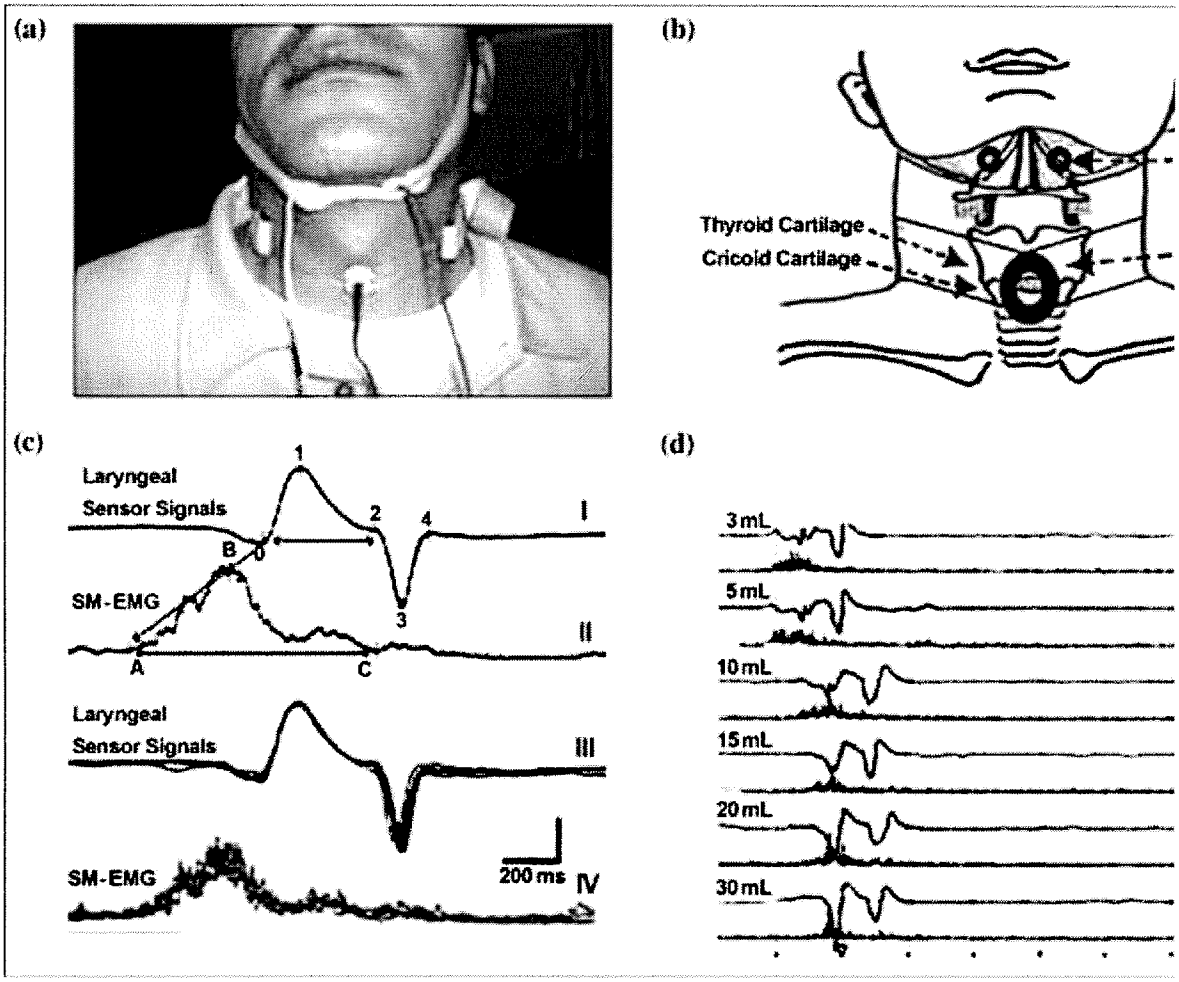

Figure 1.

(a)–(b) Positions of laryngeal sensor and submental electromyographical (SM-EMG) electrodes for swallowing study. F recording, piezoelectric movement sensor is placed between thyroid and cricoid cartilages at midline. For SM-EMG activit ver electrodes are taped under chin. **(c)** Laryngeal sensor signals (I and III) and integrated SM-EMG activity (II and IV) d swallowing. I and II denote average of 5 successive responses; III and IV are same 5 responses superimposed. 0 and 1 de and negative peak of first deflection of laryngeal sensor signal. Second deflection of sensor signal defined between points 2 ward movement of larynx. Interval between onsets of 2 deflections (0–2 interval) is thought to reflect time necessary for upward relocation of larynx. Points A, B, and C (in II) denote the onset, peak, and end of SM-EMG activity of SM muscle oid-anterior digastric muscle complex). Total duration is A–C interval and shows onset and duration of oropharynge between onset of SM-EMG and first deflection of laryngeal sensor that is related to triggering of reflex swallow (A–0 in relationship between instant of voluntary activation of SM muscle complex and instant of reflex triggering of swallowing sensor signals (top traces in each pair) and integrated SM-EMG activities (lower traces in each pair) during swallowing d increasing in quantity step-by-step from 3 to 30 mL (piecemeal deglutition).

We recorded EMG activity (or submental EMG [SM-EMG]) on the second channel of the EMG apparatus using bipolar silver chloride EEG (electroencephalographic) electrodes taped under the chin over the mylohyoid-geniohyoid-anterior digastric muscle complex (**Figure 1(a)-(b)**). The EMG signals were bandpass-filtered (100 Hz-10 kHz), amplified, rectified, and averaged.

Because the SM-EMG activity coincided with the laryngeal upward movement, the rectified -integrated SM-EMG activity was also time-locked to the laryngeal sensor signals. Total analysis time was adjusted to 2 seconds, and at least five successive sensor and SM-EMG traces were recorded. The individual traces were examined, superimposed, and then averaged.

Results were recorded as each subject (n = 40) swallowed water at three different temperature ranges: normal (23-25 °C), cold (8-10 °C), and hot (58-60 °C). A repeated design measure was used in which the subjects were administered each of the three conditions, and trials were separated by 5-minute rest periods. At least five successive sensor and EMG traces were recorded for each type of swallow. We evaluated two parts for this testing method: single-bolus analysis and dysphagia limit.

In the single bolus analysis, every swallow was initiated with 3 mL of water positioned on the tongue with the tongue tip touching the upper incisors as parameters were measured. The onset of two deflections in the laryngeal sensor signal recordings was denoted as "0" and "2" (**Figure 1(c)**). The interval between the onset of two deflections (0-2 interval) is thought to reflect the time necessary for the elevation, closure, and upward relocation of the larynx [8].

The onset and duration of oropharyngeal swallowing were recorded from the SM-EMG activity (of the mylohyoid-geniohyoid-anterior digastric muscle complex). Total duration was labeled as "A-C" interval (**Figure 1(c)**), and peak amplitude of the SM-EMG was measured from averaged traces. SM-EMG or A-C interval gives considerable information about the onset and duration of the oropharyngeal swallowing [2,20-21]. Oral and pharyngeal times of swallowing were included in the SM-EMG duration [20].

We were able to use laryngeal sensor and SM-EMG traces simultaneously to measure the triggering of the pharyngeal phase of swallowing determined by the time interval between the onset of the SM-EMG and the first deflection of the signal of the laryngeal sensor. This deflection is one of the first events of the pharyngeal phase of swallowing [2,22-23]. In other words, the "A-0" interval (time parameter) between the onset of the SM-EMG and the onset of the first deflection of the laryngeal sensor provided information about the temporal relationship between the instant of the voluntary activation of the SM-EMG and the instant of reflex triggering of the swallowing response (**Figure 1(c)**) [23].

In the second part of the method, we measured dysphagia limits, also called "piecemeal deglutitions." The phenomenas of piecemeal deglutition or dysphagia limit have also been investigated using the same measuring technique [9,11]. Dysphagia limit is based on the detection of a physiological phenomena that occurs when an oral bolus of large liquid volume is divided into two or more pieces that are then swallowed successively (hence it is also known as piecemeal deglutition) [9,11]. We investigated dysphagia limit using the sweep time of the oscilloscope set at 10 seconds and delay line started 2 seconds after the onset of the single sweep. Therefore, after a water amount was drunk, the effect of the bolus was followed for 8 seconds.

All subjects were given 3, 5, 10, 15, 20, and 30 mL of water, and oscilloscope traces were started at the examiner's order to swallow. The laryngeal sensor signals and the SM-EMG integrated activities were recorded from the beginning of these long sweeps of the oscilloscope (**Figure 1(d)**). The patients were asked to swallow all the liquid given in a single effort. If no recurrence of SM-EMG and laryngeal activity occurred with these smaller amounts of water, 40 and 50 mL of water were given until two or more swallows occurred. Any swallowing-related recurrence of the SM-EMG activity and the laryngeal sensor signal within 8 seconds after the onset of the sweep was accepted as piecemeal deglutition or as a sign of dysphagia limit. However, as the piecemeal deglutition was observed physiologically in nondisabled subjects when swallowing >20 mL of water, duplication or multiplication at or below the 20 mL of water is referred to as the "dysphagia limit" [9].

We calculated the mean ± standard error of the mean for all parameters measured and performed statistical analyses to assess the differences in swallowing parameters using variance and correlation analysis as appropriate. All results obtained from subjects were compared with corresponding values obtained from ingestion of water at different temperatures. Paired *t*-tests were also undertaken for comparisons. A univariate one-way analysis of variance for repeated measurements and Tukey's honest significant difference test (SPSS for Windows release 10.0; SPSS Inc, Chicago, Illinois) were applied to the data obtained for different temperatures.

RESULTS

The statistical findings of electrophysiological parameters are illustrated in the **Table**. The time necessary for triggering the pharyngeal phase of swallowing (calculated from A-0 interval) was significantly shorter for cold and hot water than that for swallowing water at normal temperature ($p < 0.01$). (**Figure 2** shows results of nondisabled subject swallowing water at 23-25 °C [normal temperature].) The duration of the pharyngeal phase of swallowing (calculated from 0-2 interval) was also significantly shorter for hot and cold water compared with water at normal temperature ($p < 0.05$). (**Figure 3** shows results of nondisabled subject swallowing water at 8-10 °C [cold temperature].) The other parameters of the oropharyngeal swallowing, including the total duration of the SM-EMG, were not significantly changed.

Table.
Average values (mean ± standard error of the mean) of water temperature for electrophysiological parameters obtained from nondisabled subjects during swallowing.

Parameter	Water at 23-25 °C (Normal)	Water at 8-10 °C (Cold)	Water at 58-60 °C (Hot)
0-2 (ms)*	564.0 ± 102.7	522.2 ± 87.4	503.3 ± 104.8
A-0 (ms)†	137.9 ± 58.0	128.2 ± 50.5	124.7 ± 62.5
A-C (ms)‡	722.6 ± 161.7	711.6 ± 175.3	671.8 ± 151.0
Dysphagia Limit (mL)	30.5 ± 7.8	29.8 ± 8.0	27.8 ± 7.7

*Time for pharyngeal phase of swallowing.
†Time for triggering of pharyngeal phase of swallowing.
‡Duration of submental electromyographical activities.

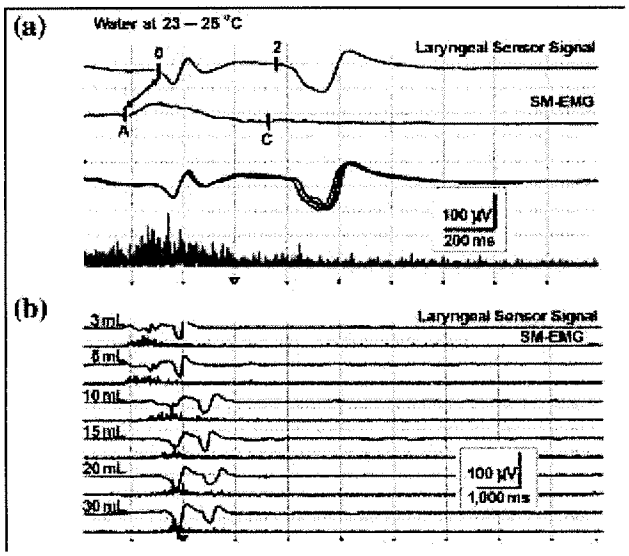

Figure 2.
Laryngeal sensor signals (upper traces in each pair) and integrated submental electromyographical (SM-EMG) activities (lower traces in each pair) obtained from nondisabled subject **(a)** swallowing water at 23 to 25 °C (upper 2 traces are averages; lower 2 traces are superimposes of 5 responses) and **(b)** swallowing different water amounts increasing from 3 to 30 mL. Dysphagia limit was >20 mL of water in all nondisabled subjects for water at 23 to 25 °C.

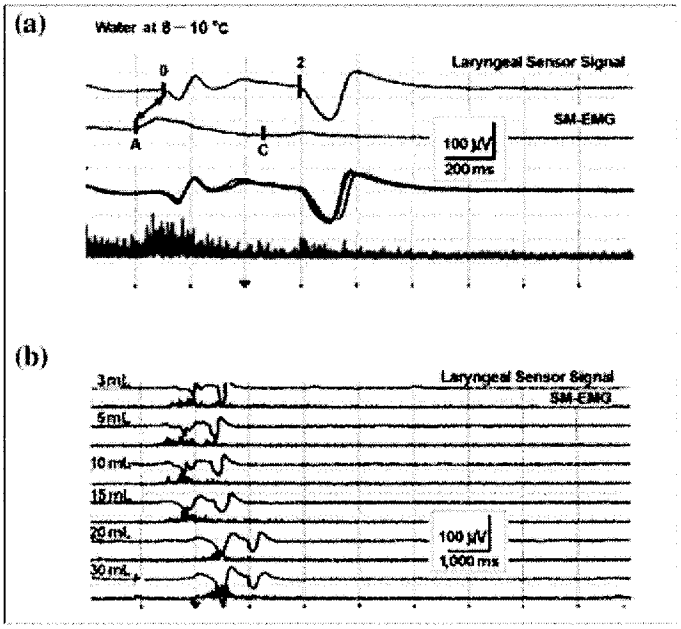

Figure 3.
Laryngeal sensor signals (upper traces in each pair) and integrated submental electromyographical (SM-EMG) activities (lower traces in each pair) obtained from normal subject (a) swallowing water at 8 to 10 °C (upper 2 traces are averages; lower 2 traces are superimposes of 5 responses) and (b) swallowing different water amounts increasing from 3 to 30 mL. 0–2 and A–0 intervals are shorter for cold water (8–10 °C) compared with normal temperature water (23–25 °C). Dysphagia limit was >20 mL of water in all nondisabled subjects for water at 8 to 10 °C.

Different bolus volumes at various temperature ranges have revealed that all nondisabled subjects could swallow the bolus volumes just above 20 mL of water with one try at cold, hot, and normal temperatures. However, after 20 mL water, some subjects failed to swallow the bolus after the first try and they had to divide the bolus into two or more pieces as piecemeal deglutition at the hotter temperature range (58-60 °C) (**Figure 4**).

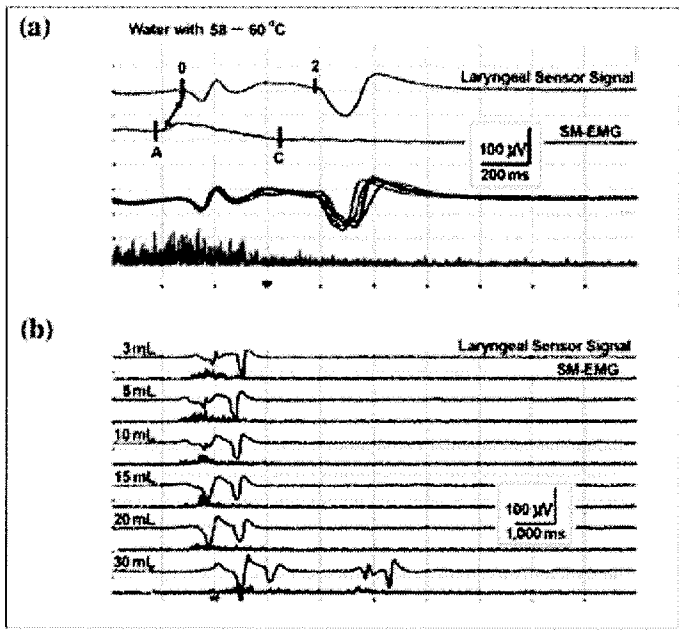

Figure 4.
Laryngeal sensor signals (upper traces in each pair) and integrated submental electromyographical (SM-EMG) activities (lower traces in each pair) obtained from nondisabled subject **(a)** swallowing water at 58 to 60 °C (upper 2 traces are averages; lower 2 traces are superimposes of 5 responses) and **(b)** swallowing different amounts increasing from 3 to 30 mL. 0–2 and A–0 intervals are shorter for hot water (58–60 °C) compared with normal temperature water (23–25 °C). Dysphagia limit was >20 mL of water in all nondisabled subjects for water at 58 to 60 °C, whereas bolus divided in 2 separate swallow sequences during 30 mL hot water swallowing (note traces at 30 mL). Dysphagia limit was 20 mL for this subject.

DISCUSSION

Sensory inputs from the oropharyngeal region, especially the tonsillar pillars, the base of the tongue, and oropharyngeal mucosae, have been proposed to be important for triggering swallowing [1-2,4-7,21,23-24]. The belief is that sensory inputs originating from these structures may be modified by the changes in bolus temperature [11,13,16]. Studies have also reported that the triggering of the pharyngeal phase of swallowing has been shortened by the thermal stimulation in nondisabled subjects and dysphagic patients [11,14,16-18,25-27].

Our electrophysiological findings were compatible with the previous studies mentioned here. The time parameter denoted as the A-0 interval is closely linked with the time necessary for the triggering of the pharyngeal phase of the swallowing [19,23]. The A-0 interval for swallowing water was significantly shorter for cold and hot water compared with the A-0 interval at normal temperature. Since our study focused on voluntary-induced water swallowing, the A-0 interval was found to be under cortical control either directly or via the brain stem central pattern generator (CPG) [7,19-20,22-23,28-30]. At the brain stem level, all the afferent nerve fibers from the oral cavity involved in initiating or facilitating swallowing converge in the CPG, especially in the nucleus tractus solitarius along with cortical drive. That is, brain stem CPG receives the main sensory input from the oropharyngeal region and cortical-descending inputs reach similar areas of CPG. Therefore, some sensory inputs such

as the temperature extremes (cold and hot water) that initiate swallowing are transmitted to the region of the cortex that facilitates the initiation of the swallowing [21]. When triggered at body temperature, both cold and hot water swallowing can be unexpected and warning stimuli for the oropharyngeal apparatus, and therefore, they seem to be more alarming. Taken together, the temperature variables (cold and hot) are effective in facilitating the triggering of voluntary-induced swallowing.

The pharyngeal phase of swallowing after triggering the oropharyngeal deglutition has not been well documented in previous temperature-related studies. Among these, Sciortino et al. examined the different sensory modalities that have been used to stimulate the anterior faucial pillars at the posterior oral cavity, when applied alone and in all combinations, and to record SM-EMG activity [26]. SM-EMG did not give many cues, and SM-EMG duration did not differ significantly among the conditions. However, using only a surface EMG recording of submental muscles does not provide sufficient information in any swallowing study unless it can be combined with other recording parameters, such as measuring the pharyngeal phase of swallowing using a laryngeal sensor [8,19]. Although the total SM-EMG duration denoted as A-C interval has not been changed significantly for all temperatures, like Sciortino et al. [26], the pharyngeal transit time has been significantly shortened by the temperature extremes (cold/hot). This finding has been calculated by the onset of time interval of two deflections of the laryngeal sensor denoted as the 0-2 interval that was assumed for the time necessary for the elevation, closure, and upward relocation of the larynx [8]. Thus, this time reflects the duration of pharyngeal phase of swallowing or pharyngeal transit time [23]. Therefore, the hot and cold water temperature ranges significantly shortened the time for triggering the pharyngeal phase of swallowing and also shortened the pharyngeal transit time compared with the same amount of bolus ingested at normal water temperature. Bisch et al. reported that pharyngeal response time, laryngeal elevation, and laryngeal closure have been significantly shortened by 1 mL cold boluses in patients with mildly dysphagic stroke [16]. But in nondisabled subjects, 1 mL liquid iced boluses have resulted in longer pharyngeal response times and laryngeal elevation. This finding shows that heightened sensory input has not shortened swallow measurements in nondisabled subjects because of sensory input that is already optimal. Helfrich-Miller et al. reported that thermal stimulation decreases the pharyngeal transit time [27].

In a small volume swallow (1-2 mL), such as saliva, no oral preparation exists and the oral and pharyngeal phases occur in sequence [10]. The size of the bolus does not alter the sequence of events during oropharyngeal swallowing but modulates the timing of each part of the swallow [10,16]. As the bolus size increases, the pharyngeal transit time increases as do laryngeal closure and elevation [10-11,16,20]. Above 20 mL volumes of water, nondisabled subjects tend to divide the liquid into two or more pieces [9]. As mentioned previously, this is called piecemeal deglutition [11] or dysphagia limit [9]. Patients with neurogenic dysphagia are obliged to divide the bolus into two or more swallows successively below 20 mL volume of drinking water [9,19]. When we consider these phenomenas together with the temperature variable in nondisabled subjects, the dysphagia limit was never found below the 20 mL water volume at hot, cold, and normal temperature ranges. However, above the 20 mL water volume, the dysphagia limits altered with the various temperature ranges in the same subjects. Maximum amount of water swallowed at one time just before piecemeal deglutition was determined to be highest for the water at normal temperature. When nondisabled subjects swallowed cold water, the maximum amount of water was dropped slightly to a lower level, but this was not statistically significant. However, when nondisabled subjects swallowed hot water, their dysphagia limits remained significantly lower in bolus sizes compared with their limits when they swallowed normal and cold temperature water ($p < 0.05$). Although the use of cold and hot water in this study was acceptable to all nondisabled subjects, this study favors cold stimulation for the treatment of dysphagia patients. Although the dysphagia limits were >20 mL of water in all temperature ranges, cold and normal temperatures performed well in respect to bolus size. On the other hand, because swallowing with hot water lowered the dysphagia limits to 20 mL of water (even if slightly above), hot water may be somewhat nociceptive for the oropharyngeal swallowing apparatus.

Dysphagia limits protect against possible hazards of hot water to the oropharyngeal mucosae, most likely prevented by the swallowing reflex mechanisms. The deviation of sensory coding by hot water would produce an uncertain evaluation in the central nervous system, and the bolus volume would be divided into two or more swallows instead of a single swallow. This process can be explained by the compensation or protection mechanisms being triggered by some unexpected and somewhat nociceptive sensory information such as hot water. Thus, these second or subsequent multiple swallows with less hot water would be elicited reflexively from the oropharyngeal spaces. These repeated swallows of a single bolus are akin to spontaneous/reflex swallows [6,28,31-32].

CONCLUSIONS

In clinical practice, thermal-tactile stimulation is a facilitative technique designed to increase the speed of swallowing in neurogenic dysphagia. It can be performed with a laryngeal mirror or a metal rod. The mirror or rod is placed in ice until cold and then placed along the area of the anterior facial arch and rubbed five times [11]. This technique can be performed frequently throughout the day as well as before or during mealtimes in patients with delayed triggering of the swallowing reflex [14].

As a result, the cold stimulation seems to be a useful treatment method in neurogenic dysphagia. Drinking cold water as a thermal stimulation also affects the oropharyngeal swallowing, especially in patients with delayed triggering of the swallowing reflex. The swallowing of hot water is never attempted by dysphagic patients. Further studies of swallowing patterns for nondisabled patients and patients with neurogenic dysphagic should ideally develop in terms of thermal tactile stimulation in different size and viscosity to determine the optimal intervention and treatment strategies for neurogenic dysphagic patients.

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The authors have declared that no competing interests exist.

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Original Article

ผลของเพศและดัชนีมวลกายต่อปริมาตรการกลืนน้ำ

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บทคัดย่อ

การเลือกวิธีรักษาผู้ที่ได้รับบาดเจ็บจากการรับประทานสารพิษที่อยู่ในรูปของเหลวขึ้นกับความรุนแรงของการบาดเจ็บ การทราบปริมาณของสารพิษที่ได้รับนั้นจะช่วยในการประเมินความรุนแรงของการบาดเจ็บได้ แต่ปัญหาที่พบบ่อยคือ การที่ผู้บาดเจ็บและญาติบอกปริมาณการรับประทานทานสารพิษเป็นจำนวนครั้งของการกลืนสารพิษเข้าไป การทราบปริมาตรการกลืนของเหลวต่อครั้งจะช่วยในการคำนวณปริมาตรของสารพิษที่ได้รับคร่าว ๆ มีปัจจัยหลายอย่างที่มีผลต่อปริมาตรการกลืนของเหลว ซึ่งรวมถึงเพศและดัชนีมวลกาย การวิจัยนี้ เป็นการศึกษาผลของเพศและดัชนีมวลกายต่อปริมาตรการกลืนน้ำ โดยเป็นการศึกษาแบบทดลอง (experimental study) เพื่อศึกษาหาปริมาตรการกลืนน้ำ 2 แบบ คือ การกลืนน้ำแบบปกติและแบบกลืนมากที่สุดในอาสาสมัครไทยที่มีอายุ 16 ถึง 30 ปี และไม่มีสภาวะโรคซึ่งมีผลต่อการกลืน จำนวน 84 คน ทำการศึกษา ณ วิทยาลัยแพทยศาสตร์กรุงเทพมหานครและวชิรพยาบาล ผู้เข้าร่วมการศึกษาถูกแบ่งเป็น 2 กลุ่ม กลุ่มที่ 1 มีดัชนีมวลกาย 18.5 ถึง 22.9 กก./ม.^{2} โดยแบ่งเป็นเพศชายและเพศหญิง เพศละ 25 คน กลุ่มที่ 2 ประกอบด้วยเพศหญิงจำนวน 59 คน ถูกแบ่งเป็นกลุ่มที่มีดัชนีมวลกายน้อยกว่า 18.5 กก./ม.^{2} จำนวน 17 คน ดัชนีมวลกาย 18.5 ถึง 22.9 กก./ม.^{2} จำนวน 25 คน และดัชนีมวลกายมากกว่าหรือเท่ากับ 23 กก./ม.^{2} จำนวน 17 คน

ผลการศึกษาพบว่าปริมาตรการกลืนน้ำแบบปกติของเพศชายและเพศหญิงที่มีดัชนีมวลกายอยู่ในช่วงเดียวกันคือ 18.5 ถึง 22.9 กก./ม.^{2} ไม่มีความแตกต่างกัน (ปริมาตรการกลืนเฉลี่ยเท่ากับ 27.95 มล. ในเพศชาย และ 23.67 มล. ในเพศหญิง) อย่างไรก็ตาม ปริมาตรการกลืนน้ำแบบมากที่สุดเฉลี่ยของเพศชาย (50.01 มล.) และเพศหญิง (39.78 มล.) มีความแตกต่างกันอย่างมีนัยสำคัญ (P = 0.02) ซึ่งเพศชายกลืนน้ำได้เป็น 1.20 เท่าของเพศหญิง นอกจากนี้ ปริมาตรการกลืนน้ำแบบปกติและแบบมากที่สุดของเพศหญิงที่มีดัชนีมวลกายต่างกันไม่มีความแตกต่างกันแต่อย่างใด

คำสำคัญ: ปริมาตรการกลืน, swallowing volume, deglutition volume

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บทนำ

ปัจจุบันการเข้ารับการรักษาตัวในแผนกฉุกเฉินของโรงพยาบาลส่วนหนึ่งมีสาเหตุจากการสัมผัสหรือการรับประทานผลิตภัณฑ์ที่ใช้ในครัวเรือนทั้งแบบตั้งใจและไม่ตั้งใจ ซึ่งผู้ป่วยได้รับบาดเจ็บตั้งแต่เล็กน้อยจนกระทั่งรุนแรงถึงขั้นเสียชีวิต ผลิตภัณฑ์ที่ใช้ในครัวเรือนนั้นส่วนมากจะอยู่ในรูปของเหลว จากรายงานความก้าวหน้าโครงการศึกษาการใช้และความรุนแรงของผลิตภัณฑ์ทำความสะอาดที่กัดกร่อนในการทำลายเนื้อเยื่อทางเดินอาหารส่วนต้นและระยะที่เหมาะสมในการรักษาเบื้องต้นของอนันต์ มโนมัยพิบูลย์และคณะ[1] พบว่าในผู้ป่วยที่รับประทานสารพิษทุกรูปแบบทั้งตั้งใจและไม่ตั้งใจทั้งหมด 580 คน ผู้ป่วยที่มีอายุ16 ถึง 30 ปี มีอุบัติการณ์การรับประทานสารพิษมากที่สุด (54.25%) ประเภทสารที่ผู้ป่วยรับประทานเพื่อทำร้ายตนเองมากที่สุดคือ ยารักษาโรค 196 คน (33.97%) รองลงมาคือ ผลิตภัณฑ์กำจัดสิ่งรบกวน แมลงและศัตรูพืช 191 คน (33.1%) และผลิตภัณฑ์สำหรับทำความสะอาด 172 คน (29.81%) แพทย์ผู้ทำการรักษามักจะพบปัญหาว่าไม่ทราบปริมาณของสารพิษที่ผู้ป่วยได้รับเนื่องจากผู้ป่วยหรือญาติผู้ป่วยมักจะให้คำตอบเป็นจำนวนอีกที่กลืนสารเข้าไป

การรักษาผู้ป่วยที่รับประทานผลิตภัณฑ์ที่ใช้ในครัวเรือนที่มีส่วนประกอบของกรดหรือด่าง มีวัตถุประสงค์เพื่อหยุดการทำลายเนื้อเยื่อต่าง ๆ บริเวณทางเดินอาหารส่วนต้น จากสารที่มีฤทธิ์เป็นกรดหรือด่าง รวมทั้งป้องกันและรักษาภาวะแทรกซ้อน เช่น หลอดอาหารตีบแคบ เป็นต้น การเลือกวิธีการรักษาขึ้นอยู่กับความรุนแรงของการบาดเจ็บ การทราบถึงชนิดและปริมาณของสารที่ได้รับมีประโยชน์ในการประเมินความรุนแรงของอาการบาดเจ็บในผู้ป่วยที่รับประทานผลิตภัณฑ์ที่ใช้ในครัวเรือนที่มีส่วนประกอบของกรดหรือด่าง เพื่อเป็นแนวทางในการเลือกวิธีรักษา[2-4] ดังที่ได้กล่าวข้างต้น ผู้ป่วยหรือญาติส่วนใหญ่ไม่สามารถบอกปริมาตรของผลิตภัณฑ์ที่ได้รับได้ การหาปริมาตรการกลืนของเหลวเพื่อใช้เป็นค่าพื้นฐานเบื้องต้น (normal baseline) ในการคำนวณปริมาตรของสารพิษที่ผู้ป่วยกลืนเข้าไปจะเป็นประโยชน์ต่อแพทย์ผู้ทำการรักษาในการประเมินสภาวะผู้ป่วยเบื้องต้น เพื่อใช้เป็นแนวทางการเลือกวิธีการรักษาที่เหมาะสมในผู้ป่วยแต่ละรายสำหรับผู้ป่วยไทย

ปริมาตรการกลืนของเหลวขึ้นกับปัจจัยหลายอย่าง ได้แก่ ขนาดของปากภาชนะ ลักษณะของภาชนะบรรจุ ความหนืดของสาร รสชาติ และอุณหภูมิของของเหลว รวมถึงตัวแปรบุคคล เช่น อายุ เพศ และความสูง มีหลายการศึกษารายงานผลของเพศต่อปริมาตรการกลืน[5-7] โดยพบว่าเพศชายมีปริมาตรการกลืนมากกว่าเพศหญิง อย่างไรก็ตาม ปริมาตรการกลืนน้ำของเพศชายและเพศหญิงที่รายงานในแต่ละการศึกษามีค่าแตกต่างกัน Adnerhill และคณะ[5] รายงานว่าเพศชายและเพศหญิงมีปริมาตรการกลืนน้ำประมาณ 25 มล. และ 20 มล. ตามลำดับ ส่วน Jones และคณะ[8] ศึกษาปริมาตรการกลืนน้ำโดยให้ผู้เข้าร่วมการทดลองกลืนน้ำทั้งหมดในภาชนะที่ทราบปริมาตรของเหลวแล้วหารด้วยจำนวนอึกที่กลืนเข้าไป พบว่าค่าเฉลี่ยของปริมาตรการกลืนน้ำเท่ากับ 21 มล. ในเพศชาย และ 14 มล.ในเพศหญิง Watson และคณะ[7] ทำการศึกษาหาความสัมพันธ์ระหว่างเพศกับปริมาตรการกลืนน้ำพบว่าเพศชายที่มีอายุตั้งแต่ 17 ปีขึ้นไป มีปริมาตรการกลืนน้ำมากกว่าเพศหญิง Lawless และคณะ[8] ทำการศึกษาหาปริมาตรการกลืนน้ำในเพศชายและเพศหญิง พบว่าเพศชายมีปริมาตรการกลืนน้ำแบบปกติและแบบกลืนมากที่สุดมากกว่าเพศหญิงประมาณ 1.5 เท่า ทั้งนี้ อาจเนื่องมาจากขนาดของร่างกายทั้งส่วนสูงและน้ำหนักที่มากกว่า ส่วนสูง น้ำหนัก และอายุก็มีผลต่อปริมาตรการกลืนเช่นกัน Watson และคณะ[7] รายงานความสัมพันธ์ของปริมาตรการกลืนกับส่วนสูง น้ำหนัก และเพศในผู้ที่อายุ 2 ถึง 18 ปี โดยพบว่าส่วนสูง น้ำหนัก และอายุมีความสัมพันธ์ทางบวกกับปริมาตรการกลืน Lawless และคณะ[8] ก็รายงานความสัมพันธ์ระหว่างอายุและปริมาตรในช่องปากว่า คนที่มีอายุน้อยกว่า (อายุระหว่าง 19 ถึง 57 ปี) มีปริมาตรในช่องปากเฉลี่ย (68.7 มล.; พิสัย 25.5-127.4 มล.) มากกว่า ผู้สูงอายุที่มีอายุระหว่าง 60 ถึง 75 ปี (43.4 มล.; พิสัย 14.2-73.2 มล.) ทั้งนี้ มีข้อสังเกตว่ากลุ่มผู้สูงอายุมีความสูงและน้ำหนักน้อยกว่า

จำนวนครั้งของการกลืนน้ำ ความหนืดของของเหลว และความกว้างของภาชนะบรรจุน้ำดื่มที่เพิ่มขึ้นจะทำให้ปริมาตรการกลืนน้ำลดลง Adnerhill และคณะ[5] พบว่าปริมาตรการกลืนน้ำในครั้งที่ 3 จะลดลงเมื่อเปรียบเทียบกับปริมาตรการกลืนน้ำในครั้งที่ 1 Nilsson และคณะ[9] รายงานปริมาตรการกลืนของเหลวโดยใช้หลอดดูดเท่ากับ 25.6 มล. ในการดูดครั้งแรก และลดลงเหลือ 21.1 มล. ระหว่างการดูดซ้ำในครั้งที่ 3 มีรายงานว่าของเหลวที่หนืดมากทำให้ปริมาณการกลืนน้อยลง โดย Hamlet และคณะ[10] ได้ศึกษาโดยให้ผู้ทดลองดื่มของเหลว 2 ชนิด ได้แก่ น้ำ และน้ำผลไม้เข้มข้นซึ่งมีความหนืดมากกว่าน้ำปริมาณอย่างละ 10 มล.พบว่าผู้ทดลองกลืนน้ำได้ 9 มล. และกลืนน้ำผลไม้เข้มข้นได้เพียง 7 มล. ส่วนผลของขนาดความกว้างของภาชนะบรรจุของเหลวต่อปริมาตรการกลืนนั้น Lawless และคณะ[8] ได้รายงานค่าเฉลี่ยของปริมาตรการจิบน้ำโดยใช้แก้วบรรจุที่มีขนาดต่างกัน พบว่าค่าเฉลี่ยของปริมาตรการจิบจะเพิ่มขึ้นเล็กน้อยตามขนาดของแก้วที่เพิ่มขึ้น ขณะที่ปริมาตรน้ำที่ดื่มดั้งต้นที่เพิ่มจะทำให้ปริมาตรการกลืนน้ำลดลง โดย Tracy และคณะ[11] ทำการศึกษาโดยให้กลืนของเหลวที่มีปริมาตร 1, 5, 10 และ 20 มล. พบว่าเมื่อปริมาตรของเหลวเพิ่มขึ้น oral transit time จะลดลง และ duration of cricopharyngeal opening จะเพิ่มขึ้น

จากผลการศึกษาดังกล่าวข้างต้นพบว่า หากควบคุมตัวแปรในเรื่องขนาดภาชนะบรรจุ ปริมาตรของเหลว ความหนืด รสชาติ อุณหภูมิของของเหลว และวิธีการกลืนแล้ว ปริมาตรการกลืนของเหลวจะขึ้นกับ อายุ เพศ ขนาดของร่างกาย (ส่วนสูง และน้ำหนัก) ดังนั้นสมมติฐานของการศึกษานี้คือ เพศชายและหญิงที่มีดัชนีมวลกาย (body mass index, BMI) ในช่วงเดียวกันจะมีปริมาตรการกลืนน้ำไม่ต่างกัน และเพศเดียวกันแต่มีดัชนีมวลกายที่ต่างกันจะมีปริมาตรการกลืนน้ำไม่แตกต่างกัน ในการวิจัยครั้งนี้จะใช้วิธีการกลืนน้ำ 2 แบบ คือ การกลืนน้ำแบบปกติและการกลืนน้ำแบบมากที่สุด

วิธีการศึกษา

การวิจัยนี้มีรูปแบบการศึกษาเป็นแบบการทดลอง (experimental study) โดยมีคำจำกัดความของการกลืนน้ำแบบปกติและแบบมากที่สุดดังต่อไปนี้ **การกลืนน้ำแบบปกติ** คือ การกลืนน้ำจำนวน 1 ครั้ง โดยไม่อมน้ำไว้ในปากก่อนกลืน และระหว่างการกลืนจะต้องไม่ให้น้ำหกหรือไหลออกมุมปาก ส่วน **การกลืนน้ำแบบมากที่สุด** หมายถึงการกลืนน้ำจำนวน 1 ครั้ง ให้ได้ปริมาณน้ำมากที่สุดเท่าที่จะทำได้โดยไม่มีการอมน้ำไว้ในปากก่อนกลืน และระหว่างการกลืนจะต้องไม่ให้น้ำหกหรือไหลออกจากมุมปาก

กลุ่มตัวอย่างที่ศึกษาเป็นเพศชายและหญิงไทยมีอายุ 16 ถึง 30 ปี และไม่มีสภาวะโรคซึ่งมีผลต่อการกลืน ได้แก่ gastroesophageal reflux disease มะเร็งในช่องปาก คอหรือหลอดอาหาร การมีประวัติเคยได้รับการผ่าตัดที่ศีรษะ หรือมีการอักเสบหรือมีแผลในบริเวณช่องปากและคอ และยินยอมเข้าร่วมการวิจัย จำนวน 84 คน ดำเนินการวิจัยที่วิทยาลัยแพทยศาสตร์กรุงเทพมหานครและวชิรพยาบาล และมหาวิทยาลัยศรีนครินทรวิโรฒ โดยมีขั้นตอนการศึกษาดังนี้

ผู้ร่วมการศึกษาทุกคนได้รับฟังคำอธิบายและฝึกวิธีการกลืนน้ำ 2 แบบ คือ แบบปกติและแบบมากที่สุด จากนั้นแบ่งกลุ่มผู้เข้าร่วมการศึกษาเป็น 2 กลุ่ม กลุ่มที่ 1 ประกอบด้วยตัวอย่างเพศชายและหญิงที่มีดัชนีมวลกายอยู่ระหว่าง 18.5 ถึง 22.9 กก./ม.^{2} เพศละ 25 คน และ กลุ่มที่ 2 ประกอบด้วยตัวอย่างเพศหญิง จำนวน 59 คน โดยแบ่งกลุ่มย่อยตามดัชนีมวลกาย 3 กลุ่ม คือ กลุ่มที่มีดัชนีมวลกายต่ำกว่า18.5 กก./ม.^{2} จำนวน 17 คน, กลุ่มที่มีดัชนีมวลกาย 18.5 ถึง 22.9 กก./ม.^{2} จำนวน 25 คน และ กลุ่มที่มีดัชนีมวลกายสูงกว่าหรือเท่ากับ 23.0 กก./ม.^{2} จำนวน 17 คน

จากนั้นให้กลุ่มตัวอย่างกลืนน้ำดื่มมาตรฐานที่ได้รับการรับรองจากองค์การอาหารและยา ที่มีอุณหภูมิเท่ากับอุณหภูมิห้อง (ประมาณ 30 องศาเซลเซียส) จากแก้วพลาสติกที่มีเส้นผ่าศูนย์กลางขนาด 7.5 ซม. บรรจุน้ำดื่มปริมาตร 100 มิลลิลิตร โดยให้กลุ่มตัวอย่างกลืนน้ำแบบปกติ แก้วละ 1 ครั้ง จำนวน 3 แก้ว และแบบมากที่สุดแก้วละ 1 ครั้ง จำนวน 3 แก้ว โดยมีการเว้นช่วงเวลาการดื่มในแต่ละแก้วประมาณ 1 นาที จากนั้นใช้กระบอกตวงขนาด 100 มล. วัดปริมาตรน้ำที่เหลือในแก้ว คำนวณหาปริมาตรของการกลืนน้ำแบบปกติและแบบมากที่สุด

การวิเคราะห์ข้อมูล

การวิเคราะห์ข้อมูลอายุ น้ำหนัก ส่วนสูง ดัชนีมวลกาย โดยใช้สถิติเชิงพรรณนา การเปรียบเทียบปริมาตรการกลืนน้ำเฉลี่ยของเพศชายและหญิงโดยใช้สถิติ unpaired t - test การเปรียบเทียบปริมาตรการกลืนน้ำเฉลี่ยระหว่างเพศหญิงที่มีดัชนีมวลกายช่วงต่าง ๆ โดยใช้สถิติ ANOVA โดยวิเคราะห์ข้อมูลทั้งหมดด้วยโปรแกรม SPSS for Windows version 11.5

ผลการศึกษา

ผลของเพศต่อปริมาตรการกลืนน้ำ

ตัวอย่างเพศชายและหญิงที่มีดัชนีมวลกายในช่วงเดียวกันคือ 18.5 ถึง 22.9 กก./ม.^{2} ไม่แตกต่างกันในด้าน อายุ ส่วนสูง น้ำหนัก ดัชนีมวลกาย (ตารางที่ 1)

ตารางที่ 1 ข้อมูลพื้นฐานของกลุ่มตัวอย่างเพศชายและเพศหญิงซึ่งมีดัชนีมวลกาย 18.5 ถึง 22.9 กก./ม.^{2}

ข้อมูลพื้นฐาน	เพศชาย* (25 คน)	เพศหญิง* (25 คน)
อายุ (ปี)	21.68 ± 3.28	22.64 ± 1.85
ส่วนสูง (ม.)	1.72 ± 0.50	1.58 ± 0.62
น้ำหนัก (กก.)	61.42 ± 5.32	51.70 ± 4.33
ดัชนีมวลกาย (กก./ม.^{2})	20.78 ± 1.26	20.71 ± 1.10

* แสดงข้อมูลในรูปค่าเฉลี่ย ± ส่วนเบี่ยงเบนมาตรฐาน

ปริมาตรการกลืนน้ำเฉลี่ยแบบปกติของเพศชายไม่ต่างจากเพศหญิง ถึงแม้ปริมาตรการกลืนในเพศชายจะสูงกว่า (27.95 และ 23.67 มล. ตามลำดับ) (ตารางที่ 2) ส่วนปริมาตรการกลืนน้ำเฉลี่ยแบบมากที่สุดของเพศชาย (50.01 มล.) มากกว่าในเพศหญิง (39.78 มล.) อย่างมีนัยสำคัญ (P = 0.02) โดยเพศชายมีปริมาตรการกลืนน้ำแบบมากที่สุด มากกว่าในเพศหญิง 20.46 %

เนื่องจากมีข้อสันนิษฐานว่า เพศชายมีปริมาตรการกลืนมากเพศหญิงเพราะมีร่างกายที่สูงกว่า จึงเปรียบเทียบปริมาตรการกลืนในตัวอย่างชายและหญิงที่มีความสูงเท่า ๆ กัน คือ 161–170 ซม. พบว่า ปริมาตรการกลืนน้ำเฉลี่ยแบบปกติไม่ต่างกัน แต่ปริมาณการกลืนแบบมากที่สุดในเพศชาย

(50.91 มล.) สูงกว่าเพศหญิง (37.23 มล.) อย่างมีนัยสำคัญ (P = 0.03) (ตารางที่ 3)

ตารางที่ 2 การเปรียบเทียบปริมาตรเฉลี่ยการกลืนน้ำแบบปกติและกลืนแบบมากที่สุดระหว่างชายกับหญิง

วิธีการกลืนน้ำ		ปริมาตรการกลืน (มล.) (mean ± SD)	*P*-value*
แบบปกติ	ชาย (25 คน)	27.95 ± 8.21	0.41
	หญิง (25 คน)	23.67 ± 6.04	
แบบมากที่สุด	ชาย (25 คน)	50.01 ± 11.84	0.02
	หญิง (25 คน)	39.78 ± 10.63	

* วิเคราะห์ข้อมูลโดย unpaired t test

ตารางที่ 3 การเปรียบเทียบปริมาตรการกลืนน้ำของชายและหญิงที่มีความสูงในช่วง 161-170 เซนติเมตร

วิธีการกลืนน้ำ		ปริมาตรการกลืน (มล.) (mean ± SD)	*P*-value*
แบบปกติ	ชาย (14 คน)	26.99 ± 7.02	0.059
	หญิง (15 คน)	22.21 ± 6.04	
แบบมากที่สุด	ชาย (14 คน)	50.91 ± 11.35	0.03
	หญิง (15 คน)	37.23 ± 11.12	

* วิเคราะห์ข้อมูลโดย unpaired t test

ผลของดัชนีมวลกายต่อปริมาตรการกลืนน้ำ

ตัวอย่างเพศหญิงที่มีดัชนีมวลกายต่างกัน ไม่แตกต่างกันในด้านอายุ ส่วนสูง และ น้ำหนัก (ตารางที่ 4) ปริมาตรการกลืนน้ำแบบปกติของเพศหญิงที่มีดัชนีมวลกายต่างกัน ไม่แตกต่างกัน โดยค่าเฉลี่ยของปริมาตรการกลืนแบบปกติเป็น 20.44, 23.67 และ 22.57 มล. ในหญิงที่มีดัชนีมวลกายสูงกว่า 18.5, 18.5-22.9 และ สูงกว่าหรือเท่ากับ 23 กก./ม.^{2} ตามลำดับ (ตารางที่ 5) และ ปริมาตรการกลืนน้ำแบบมากที่สุดก็ไม่แตกต่างกันตามดัชนีมวลกายเช่นกัน

ตารางที่ 4 ข้อมูลพื้นฐานของหญิงที่มีดัชนีมวลกายต่างกัน

ข้อมูลพื้นฐาน	กลุ่มตัวอย่างเพศหญิงแบ่งตามดัชนีมวลกาย*		
	<18.5 กก./ม.^{2} (17 คน)	18.5-22.9 กก./ม.^{2} (25 คน)	≥ 23 กก./ม.^{2} (17 คน)
อายุเฉลี่ย (ปี)	22.59 ± 1.873	22.64 ± 1.846	21.59 ± 2.373
น้ำหนัก (กก.)	43.08 ± 2.51	51.70 ± 4.34	53.37 ± 10.14
ส่วนสูง (ม.)	1.58 ± 0.04	1.58 ± 0.06	1.58 ± 0.05
ดัชนีมวลกาย (กก./ม.^{2})	17.22 ± 0.56	20.71 ± 1.10	26.49 ± 2.78

* แสดงข้อมูลในรูปค่าเฉลี่ย ± ส่วนเบี่ยงเบนมาตรฐาน

ตารางที่ 5 การเปรียบเทียบปริมาตรการกลืนน้ำของหญิงซึ่งมีดัชนีมวลกายต่างกัน

วิธีการกลืนน้ำ	ดัชนีมวลกาย (กก./ม.^{2})	ปริมาตรการกลืน (มล.) (mean ± SD)	*P*-value*
แบบปกติ	< 18.5 (17 คน)	20.44 ± 6.92	0.317
	18.5 - 23 (25 คน)	23.67 ± 6.04	
	≥ 23 (17 คน)	22.57 ± 7.48	
แบบมากที่สุด	< 18.5 (17 คน)	38.00 ± 8.77	0.846
	18.5 - 23 (25 คน)	39.78 ± 10.63	
	≥ 23 (17 คน)	39.27 ± 9.65	

* วิเคราะห์ข้อมูลโดย ANOVA

อภิปรายผล

การศึกษานี้ศึกษาถึงผลของเพศและดัชนีมวลกายต่อปริมาตรการกลืนน้ำแบบปกติและแบบมากที่สุด โดยควบคุมตัวแปรต่าง ๆ ซึ่งอาจมีผลต่อปริมาตรการกลืนน้ำ ได้แก่ ขนาดภาชนะบรรจุ ปริมาตรของเหลว ความหนืด รสชาติ และอุณหภูมิของของเหลว วิธีการกลืนน้ำ โดยทำการศึกษาในเพศชายและหญิงที่มีอายุ 16 ถึง 30 ปี เนื่องจากช่วงอายุนี้มีอุบัติการณ์การรับประทานผลิตภัณฑ์ที่ใช้ในครัวเรือนเพื่อทำร้ายตนเองมากที่สุด[1] และเพื่อลดความคลาดเคลื่อนของการศึกษาอันเนื่องมาจากความแตกต่างในเรื่องอายุ

ในกลุ่มที่มีดัชนีมวลกายช่วงเดียวกัน ปริมาตรการกลืนน้ำเฉลี่ยแบบปกติของเพศชายแม้ไม่แตกต่างอย่างมีนัยสำคัญทางสถิติกับเพศหญิง แต่มีแนวโน้มมากกว่า เมื่อพิจารณาปริมาตรการกลืนน้ำเฉลี่ยแบบมากที่สุดของเพศชายพบว่ามากกว่าเพศหญิงประมาณ 20% อย่างมีนัยสำคัญทางสถิติ ซึ่งสอดคล้องกับผลการทดลองของหลายการศึกษา[5,7,9,11] ทั้งนี้มีข้อสันนิษฐานว่าเนื่องจากเพศชายมีขนาดร่างกายใหญ่กว่าเพศหญิง เมื่อทำการวิเคราะห์ข้อมูลจากการศึกษานี้โดยคัดเลือกเพศชายและหญิงที่มีความสูงใกล้เคียงกันคือ 161 ถึง 170 เซนติเมตร พบว่าปริมาตรการกลืนน้ำเฉลี่ยแบบปกติของเพศชาย ไม่แตกต่างจากเพศหญิง ขณะที่ปริมาตรการกลืนน้ำเฉลี่ยแบบมากที่สุดของเพศชายมากกว่าเพศหญิงอย่างมีนัยสำคัญ ซึ่งสอดคล้องกับการศึกษาของ Lawless และคณะ[8] ที่ทำการเปรียบเทียบปริมาตรการกลืนน้ำในเพศชายและหญิงที่มีความสูงใกล้เคียงกันพบว่าปริมาตรการกลืนน้ำเฉลี่ยแบบปกติของเพศชายและหญิงไม่แตกต่างกัน แต่ปริมาตรการกลืนน้ำเฉลี่ยแบบมากที่สุดของเพศชายมากกว่าเพศหญิงอย่างมีนัยสำคัญ ทั้งนี้ อาจเนื่องมาจากเมื่อผู้ร่วมการศึกษาต้องกลืนน้ำแบบมากที่สุด ผู้ร่วมการศึกษาจะพยายามเก็บน้ำในช่องปากให้ได้มากที่สุด ซึ่งข้อมูลหลายการศึกษา[5,7-9] รายงานว่า

เพศชายมีปริมาตรในช่องปากมากกว่าเพศหญิง ด้วยเหตุนี้ จึงอาจทำให้เพศชายมีปริมาตรการกลืนน้ำที่มากกว่า ดังนั้นนอกจากเพศแล้ววิธีการกลืนน้ำเป็นอีกปัจจัยหนึ่งที่มีผลต่อการหาปริมาตรการกลืนน้ำ

การศึกษาผลของดัชนีมวลกายกับปริมาตรการกลืนน้ำนั้น พบว่าดัชนีมวลกายไม่มีผลต่อปริมาตรการกลืนน้ำทั้ง 2 แบบ และหากพิจารณาปริมาตรการกลืนน้ำเฉลี่ยแบบปกติและแบบมากที่สุดในเพศหญิงที่มีดัชนีมวลกายต่างกัน จะสังเกตเห็นว่ามีค่าใกล้เคียงกัน ทั้งนี้อาจเนื่องจากความจุของช่องปากในเพศหญิงที่มีอายุในช่วงนี้มีปริมาตรที่ใกล้เคียงกัน และความอ้วนหรือความผอมไม่มีผลต่อปริมาตรการกลืนน้ำ จึงทำให้ไม่พบความแตกต่างของปริมาตรการกลืนน้ำ ข้อมูลที่ได้จากการศึกษานี้ศึกษาในเพศหญิง ผลของดัชนีมวลกายต่อปริมาตรการกลืนน้ำของเพศชายอาจจะเหมือนหรือแตกต่างกัน ควรมีการศึกษาต่อไป

จากการศึกษานี้สรุปได้ว่า เพศ และวิธีการกลืนน้ำเป็นปัจจัยที่มีผลต่อปริมาตรการกลืนน้ำ ส่วนดัชนีมวลกายไม่มีผลดังกล่าว ข้อมูลที่ได้นี้มีประโยชน์ในการคำนวณหาปริมาณสารพิษหรือผลิตภัณฑ์ที่ใช้ในครัวเรือนที่อยู่ในรูปของเหลว กล่าวคือเมื่อมีผู้รับประทานสารพิษหรือผลิตภัณฑ์ที่ ผู้ทำการรักษาควรทราบข้อมูล อายุ เพศ จำนวนครั้งหรืออีกที่ผู้บาดเจ็บกลืนสารพิษ และวิธีการกลืนสารพิษที่อยู่ในรูปของเหลวเพื่อนำมาคำนวณหาปริมาตรของสารพิษที่ได้รับคร่าว ๆ อย่างไรก็ตาม ผลิตภัณฑ์ทำความสะอาดต่าง ๆ มักมีคุณสมบัติเป็นกรดหรือด่างเข้มข้น[1] ซึ่งคุณสมบัติทางเคมีและทางกายภาพที่แตกต่างไปจากน้ำดื่ม จึงอาจทำให้ปริมาตรที่กลืนได้ แตกต่างไปจากปริมาตรการกลืนน้ำ นอกจากนี้ยังมีปัจจัยอื่น ๆ ที่มีผลต่อการกลืนของเหลวที่ต้องคำนึงถึง ได้แก่ อายุของผู้ได้รับสารพิษ ขนาดเส้นผ่าศูนย์กลางของภาชนะที่บรรจุสารพิษ ขนาดของภาชนะที่บรรจุสารพิษ ความต่อเนื่องของการดื่มสารพิษ คุณสมบัติทางเคมีและทางกายภาพของสารพิษ เช่น ความเป็นกรด-ด่าง ความหนืดและรสชาติของของเหลว เนื่องจากการรับรู้ของปริมาตรตัวอย่าง taste intensity และ taste persistence จะแปรตามความเข้มข้นและปริมาตรของตัวกระตุ้น[12,13] และ taste threshold จะลดลงตามความเข้มข้นและปริมาตรของสารที่กระตุ้น เช่น ความเค็ม[14-16] ในการศึกษาต่อไปควรทำการศึกษาผลของปัจจัยเหล่านี้ต่อปริมาตรการกลืนของเหลว และอาจสร้างสมการทำนายปริมาตรการกลืนของเหลวโดยคำนึงถึงปัจจัยต่าง ๆ ที่มีผลต่อการกลืนน้ำ

สรุปผล

เพศมีผลต่อปริมาตรการกลืนน้ำโดยเพศชายมีปริมาตรการกลืนน้ำมากกว่าเพศหญิง โดยเฉพาะอย่างยิ่งเมื่อกลืนน้ำด้วยวิธีกลืนน้ำแบบมากที่สุด ทั้งนี้อาจเนื่องจากความจุในช่องปากของเพศชายมากกว่าเพศหญิง ขณะที่ดัชนีมวลกายไม่มีผลต่อปริมาตรการกลืนน้ำ

กิตติกรรมประกาศ

ขอขอบคุณ คุณบุษบา ศุภวัฒน์ธนบดี สำหรับคำแนะนำและการติดต่อประสานงาน และวิทยาลัยแพทยศาสตร์กรุงเทพมหานครและวชิรพยาบาลที่เอื้อเฟื้อสถานที่

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Original Article

Effects of Gender and Body Mass Index on the Volume of Swallowed Water

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Abstract

This experimental study was performed to examine effects of gender and body mass index (BMI) on the volume of swallowed water. Two types of swallow volume, normal and maximum amount of water that could be swallowed, were measured from the selected 84 Thai volunteers, aged 16 to 30 years old, without any diseases affecting the pattern of normal swallowing. This study was performed at the Vajira Hospital, and Faculty of Pharmacy, Srinakharinwirot University. The volunteers were divided into two groups. The first group consisted of 25 males and 25 females, whose their BMI ranged from 18.5 to 22.9 kg/m^2 and the second group of females with BMI of less than 18.5 kg/m^2 (17 persons), 18.5 to 22.9 kg/m^2 (25 persons) and more than 22.9 kg/m^2 (17 persons).

The difference in the average volume of a normally swallowed water between male (27.95 ml) and female (23.67 ml) subjects, whose their BMI is between 18.0 to 22.9 kg/m^2, was not significant. However, the average volume of maximum swallowed water in male group was approximately 20% higher than that of female group. The average volume of maximum swallowed water in male subjects (50.01 ml) was significantly higher than that in female subjects (39.78 ml) (P = 0.02). In addition, there was no statistically significant difference in the average volume of normally and maximum swallowed water among female subjects with different body mass indices.

Key words: swallowing volume, deglutition volume

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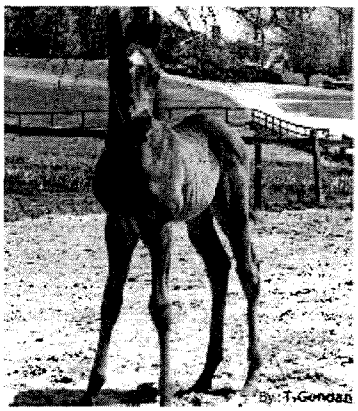
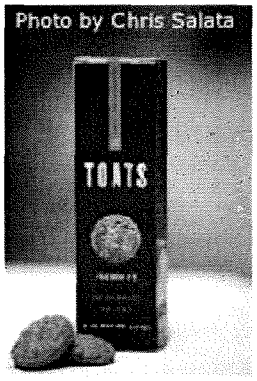
TOATS

MODERN MORSELS FOR SHARING



Hot new food trends unveiled at a conference in Manalapan
By SUSAN SALISBURY
Palm Beach Post Staff Writer
Tuesday, September 15, 2009



Interested in a cookie that can be shared with your dog or horse? Hamilton, Va.-based Toats Organic Cookies began manufacturing just such a treat that's safe for humans and their animal friends earlier this year.

Expect to see more such multipurpose products, food and beverage trend experts Lynn Dornblaser and David Jago, both directors at Chicago-based Mintel International, said last week at an industry conference at The Ritz-Carlton. They gave a preview of six of their product trend predictions. Attendees then sampled more than 70 new products from around the world.

Read the remainder of this article at Palm Beach Post.

The **"All Things Organic Trade Show"** was a great success. Toats received a lot of attention. Have a look at Blogger Alicia's You Tube interview of her favorite three new products at the show. You can also see the video at Alicia's webblog EcoChicago. Read another Blogger's article and audiocast at Nice Box.

Snacks for man and beast
By Jason Jacks
Source: Loudoun Times-Mirror
MONDAY, APRIL 27 2009

A Leesburg woman has an interesting way to cut back on shopping: Buy the same snack for your dog, your horse and yourself.

Marisol Fernandini-Gaffney has devised an organic cookie made from oats, honey, flour and several other simple ingredients. It's tasty enough to satisfy the snack-attack needs of most mammals.

"My horse and dog love them," she said.

Fernandini-Gaffney's company is called Toats, which started production of the cookies in January.

The snacks, which are being marketed to people and animals, are available online, but Fernandini-Gaffney is trying to convince local stores to carry them. She's already had some success, with Leesburg Pharmacy selling the cookies for $10 a box.

Fernandini-Gaffney is proud of the fact that her company is green and organic. She said she cleans her kitchen exclusively with organic products and wraps the cookies in biodegradable packaging.

As for the ingredients, there is not a single poly-this or gluto-that listed on the box.

"I'm not reinventing the wheel," she said. "These are ingredients that have been around for millenniums. It is all very basic."

"Because we deserve bottled water too!"

Healthy Gulp...

The healthy alternative to tap water-because they deserve bottled water too!

Purr-chase Healthy Gulp!

Check out our official taste tester, Willow - "Two paws up!"

Our very own "Willow" loves Healthy Gulp and we are certain your furry friend will to. So try some today!

Ruff-views (testimonials)

Angus begging for more Healthy Gulp!

Angus just loves Healthy Gulp! Thanks for the samples, where can we get more?
Kim Special-GA

Our Mission:

To produce the highest quality, most nutritionally beneficial bottled water for your pet, while helping some pet charities along the way.

Why should I buy Healthy Gulp?

Tap water can contain low levels chlorine, lead, disinfection byproducts, fluoride and other contaminants added to make it safe for us to drink. These levels although acceptable for us may not be safe for our pets. Their smaller size puts them at risk for many harmful health effects that these contaminants and additives can cause such as, kidney problems, cancer, brittle bones, and more.

Our Story:

It all began with a family discussion, two persistently curious kids, and a mom who dared to ask-Why not? Countless sleepless nights, a gazillion Google searches, almost as many midnight and early morning emails, a very expensive but incredible learning experience, and a year and a half later...Healthy Gulp was born! To read the detailed story click here.

Home Our Story Benefits How We Compare Purr-chase News & More

Our Story

The Healthy Gulp Story:

In the Summer of 2005, we were having a family discussion about what flavor of Propel™ was our favorite. My kids wanted to see what flavor of Propel ™ Willow would like and wanted to do a taste test with her. My husband and I said "No, we can't do that. We can't give Willow Propel ™. Dogs can only drink water, water from the spigot." After a constant barrage of "why nots", we said "Because we just can't" and ended the conversation.

That night when I went to bed, I started to think about our discussion and thought "Why not?" Why shouldn't pets have bottled water, they deserve to have bottled water for the same reason we do. They deserve to have flavored water with vitamins and minerals, instead of the same old plain water every day of their lives.

Most of the next year was spent researching pet nutrition, FDA and AAFCO Rules and Regulations regarding pet foods and supplements and the labeling of same. I also researched how cats and dogs taste and smell and what they can taste and smell. Finding an ingredient that would freshen breath, and is odorless, tasteless, and colorless was a challenge. I finally found Stabilized Chlorine Dioxide (SCD). Unlike other products that freshen breath by simply covering it up, SCD kills the germs that cause the bad breath and tooth decay!

Along the way I discovered how tap water can actually be harmful for our pets. Tap water can contain dangerous levels of chlorine, lead, disinfection by-products, fluoride, other additives or contanminants that are used to make the water safe for us to drink. Yet, at certain levels can cause kidney problems, cancer, brittle bones, and more in our pets.

Willow, my sister's "zoo", and all of our friends and neighbors pets became Healthy Gulp's taste testers. Armed with the knowledge from my research on pet nutrition and based upon the taste tests, I was ready to get serious.

Three individuals Cydney Whitmoyer of Parkside Beverages, Monica Cevallos, of Sniff Design, and Rob Hobson of US Beverage, then helped make my vision become a reality. Cydney, is the beverage formulator who took my ideas and figured out how to bottle it so that it would taste great, be safe, and not grow anything funky! She is incredibly patient and a fellow Penn Stater-how could I go wrong. Not only a true professional, but a great person. Thanks Cydney!

Monica Cevallos, of Sniff Design is a graphic designer who specializes in the pet industry. She is truly artistically gifted. She designed Healthy Gulp's logo and this

Purr-chase Healthy Gulp!

Check out our official taste tester, Willow - "Two paws up!"

Our very own "Willow" loves Healthy Gulp and we are certain your furry friend will to. So try some today!

Healthy Gulp short cuts

- Our Story
- Benefits
- Why we're the best!
- Contact Us
- News & More

website. Thanks Monica!

Rob Hobson of US Beverage is the only bottler that I contacted that returned my phone calls. That told me all I needed to know. Rob took the time to explain the complex bottling process, and assisted me with other important things, like choosing a bottle, a lid, and developing a label. He took the time to deal with the no-name, new "little-guy" Thanks Rob!

When I started this endeavor in July of 2005, there were a couple of similar products on the market. In the year and a half that it has taken to develop Healthy Gulp, several more have come out. We think that Healthy Gulp is the best bottled water for your pet. Please take the time to check out our comparison page and decide for yourself!

Pet Wishes,
Sue Bucenell

• Back to top

Benefits

- Healthy alternative to tap water-no harmful chemicals.
- Kills harmful bacteria in your pet's mouth that can cause tooth decay and lead to other more serious health problems.
- Taurine, glucosamine, fiber and lots of vitamins and minerals added for your pet's health benefits.
- Your pet will love it!

Detailed Nutritional Information

This page is dedicated to defining each ingredient in Healthy Gulp and it's purpose. In parenthesis next to each ingredient is the ingredient's technical term as it appears on the Healthy Gulp ingredient list, if applicable:

ALL NATURAL FLAVORING

Soluble Fiber - Studies suggest that fiber can help address obesity, the management of diabetes mellitus (in dogs), improve colon health, and aid in the elimination of hairballs for cats.

Glycerin - natural vegetable based. Used to aid in the digestion of hairballs and add texture.

Sodium Benzoate - Preservative.

Calcium (Calcium Gluconate) - Bone and teeth development.

Vitamin E (Vitamin E Acetate) - Antioxidant.

Glucosamine (Glucosamine Hydrochloride) - For healthy joints.

2% Stabilized Chloride Dioxide (SCD) - An antimicrobial, kills odor causing bacteria, disinfectant properties. Healthy Gulp uses a pharmaceutical blend of SDC that is safe for inclusion in food products and has been approved for such by the

Magnesium (Magnesium Gluconate) - Enzymatic reactions.

Vitamin A (Vitamin A Palmitate) - Vision, growth and immune system function and reproduction.

Vitamin B1 (Thiamine Monontrate) - Essential in metabolism processes.

Vitamin D (Cholecaciferol) - Regulation of calcium.

Vitamin B5 (Calcium Pantothenate) - Essential for metabolic processes.

Inositol - A vitamin in the B-family necessary for energy metabolism.

Vitamin B6 (Pyridoxine Hydrochloride) - Essential in metabolism processes.

Biotin - A vitamin in the B-family necessary for energy metabolism.

Vitamin B12 (Cyanocobalamine) - Essential in metabolism processes.

Sodium Acid Sulfate - Lowers PH to

Purr-chase Healthy Gulp!

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Food and Drug Administration. Bacteria in your pet's mouth can lead to tooth decay, which if left untreated can develop into more serious health problems for your pet.

Potassium Sorbate - Preservative.

Taurine - For heart and eye health.

prevent bacteria growth.

Potassium Citrate - A buffer added to control the PH.

Monopotassium Phosphate - PH buffer.

♥ As a pet parent you should feel good about giving your pet Healthy Gulp. ♥

Unlike most of the other bottled water products for pets, Healthy Gulp does not add sugar to make it more palatable to your pet; or artificial coloring to make it more visually appealing to you, the consumer.

Check other products ingredient panels. If you see dextrose, fructose, maltodextrin or sucralose, sugar has been added to the water to make your pet drink more. Sugar is not good for your pet!!!

Excess sodium is not good for your pet either. Many of the pet waters on the market contain sodium, yet the amounts are not detailed on the labels. With Healthy Gulp you know exactly what you are giving your pet, it is clearly detailed on the label using "people" standards.

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How We Compare
(Why we're the best)

Product Comparison

Doggie Springs - Marketed as a "Vitamin Dog Water" Doggie Springs contains Fructose (sugar) and an artificial dye (FD&C Red #40, Blue #1 or Yellow #6 depending on the flavor) sold in 16.9 oz bottles in three flavors: cherry, orange, and passion fruit. Their website advertises "all natural ingredients" and "only what they need". FD&C Food Coloring is not natural and dogs do not need sugar. Sugar can be harmful to your dog.

Cool Dog - Marketed as a "Canine Thirst Quencher" with electrolytes. Cool Dog contains Dextrose, Fructose, and Sucralose-three different types of sugar and DOES NOT provide a warning that the product may not suitable for dog's with diabetes. Contains 100 calories a bottle and if used as directed will significantly increase your dogs caloric intake.

Dog Gone It Water - Marketed as a "thirst quencher for dogs with electrolytes", "recommended to help your dog maintain healthy muscles". Dog Gone It Water contains Dextrose. The label provides conflicting information. The recommended daily allowance indicates "1 bottle per day". It then says "....is all natural and your dogs can drink as much as they like!" But it DOES NOT provide a warning that the product may not be suitable for diabetic dogs.

Cool Dog, Dog Gone It Water, and Doggie Springs all had floating sediment.

K-9 Water Co. - Comes in 4 flavors, sold in 16.9 oz bottles. Has a nutritional panel similar to Healthy Gulp, but without SCD, fiber, and glucosamine. Of all the bottled water products that I have reviewed and purchased this was the only one that I was comfortable letting Willow try. Willow liked it and would recommend K-9 Water Co Bottled Waters to her friends!! And they actively support an animal rescue, so they get my vote too.

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Pet Refresh (Springmill Products) - I was unable to purchase PetRefresh in order to examine it. I placed an order from the website and never received it. After an inquiry I was advised that the company was too busy filling their overseas orders to fill mine. However, on online inquiry regarding the ingredients illicited the following response:"Our philosophy is that the earth is becoming depleted of its living richness. Therefore, a pharmaceutically defined trace of vitamins and minerals are added to Pet Refresh." -Bill Fels

Purr-chase Healthy Gulp!

Check out our official taste tester, Willow - "Two paws up!"

Our very own "Willow" loves Healthy Gulp and we are certain your furry friend will to. So try some today!

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MollisChoice - marketed as a "purified water enhanced with nutrients specially formulated for the health of your pet." Molli's Choice was not available for online purchase, however, the website and a response to an email generated enough information for examination. MollisChoice appears to be a nutritional sound product for pets and they actively support animal causes. :)

Waggin Water - Water concentrate, sold in quart size bottles that will make 1 gallon. Like Pet Refresh, Waggin Water is marketed as "earth energized" and it too has "not for human consumption" on the label. Marketed as "100% filtered, PH balanced pet water energized with earth energy". The label indicates that it is the "only earth-energized water available for pets." The maker of this product, Agricultural Systems Intl. is a company that produces Agri-Chix Poultry Juice. The label on these bottles had been taped to the bottle; and although the lid was screwed on, there was no safety seal on either bottle, just a piece of scotch tape around the lid

K-9 Quencher Sports Drink for Dogs - is marketed as a powder based additive that supplies electrolytes and carbohydrates, you supply the water source. The primary ingredients in this powder additive are dextrose-sugar and sodium-salt, also known as electrolytes. It also contains artificial flavoring.

K-9 Go Dog Total Sports Drink for Dogs - a powder also marketed as a sports performance drink additive for dogs. Contains sugar and salt and many ingredients that are not approved by AAFCO for use in animal feeds.

Happy Tail Ale - Marketed as a healthy treat for dogs, a non alcoholic beer for dogs. It is sold in 6-packs. It does contain healthy ingredients like glucosamine and Vitamin E but also contains malt extract which is essentially sugar. The label does not provide a warning that the product may not be suitable for diabetic dogs, nor does it contain information about the sodium content

Doggie Lager - Marketed as a non-alcohoiic beer for dogs, comes in three flavors (chicken, beef, and vegetable) sold in single 12 oz. bottles. Contains maltodextrin, a form of sugar. Like Happy Tail Ale, it contains some healthy ingredients, but it does not provide a warning that the product may not be suitable for diabetic dogs. It also does not contain information about the sodium content.

A word about sugar and electrolytes

Diabetes in cats and dogs can be caused by feeding your pet excessive amounts of simple carbohydrates (also known as SUGAR). Excess sugar

can cause dental problems, obesity and can overload and stress your pet's pancreas and eventually lead to diabetes. Our furry loved ones DO NOT NEED SUGAR, IT IS NOT GOOD FOR THEM.

Electrolytes are minerals that regulate bodily functions that are lost through bodily secretions, most commonly sodium, potassium, and calcium. The majority of our pets do not need electrolyte supplementation or a sports drink. Unless your pet is the equivalent of a super human athiete, they do not need electrolyte supplementation. In fact doing so, without first consulting with your pets vet, can lead to electrolyte imbalance.

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"Because we deserve bottled water too!"

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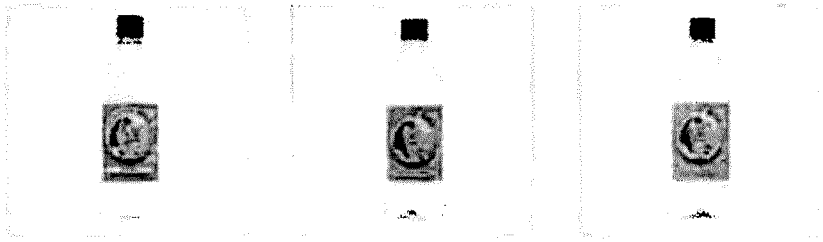
Purr-chase Healthy Gulp

How to make a PURR-chase or contact us



Plain for Cats or Dogs | Tuna for Cats | Peanut Butter for Dogs

On this website Healthy Gulp is only sold in 8 packs of 20 oz. bottles.
You can mix and match all three flavors by typing the number, selecting the flavor and clicking add to cart.
Price is 10.49 per 8 pack (any combination of flavors)

Shipping and Handling is $8.95 for a total of $19.44

For multiple 8pks to same address call or email for reduced shipping rates.

1 Plain
Add
Please select one

0 Plain(s)
0 Tuna(s)
0 Peanut Butter(s)
0 Items in 0 packs are in your basket = $0.00
Buy

*Click on pictures to enlarge

You can also do one of the following to make a PURR-chase:

1. Fill out the form below online and email, fax, or mail it using the appropriate information below.

Click here to download

2. Visit us on ebay at http://search.ebay.com/_W0QQsassZsueb1661

3. Or if you want to speak to a real live human you can call us or email us at orders@healthygulp.com and let us know you would like someone to contact you personally and let us know the best time to call you.

All Healthy Gulp purchases come with a Money Back Guarantee. If you or your furry companion are not completely satisfied, send the unused portion of Healthy Gulp and the reason for dissatisfaction to the address below, and we will refund your purchase price.

To contact us you can:

1. Call us toll free 1-877-PET-#1H20 (1-877-738-1420)

2. Email us a info@healthygulp.com

3. Write to us at Healthy Gulp, 1936 Bruce B. Downs Blvd. #308, Wesley Chapel, Florida, 33543

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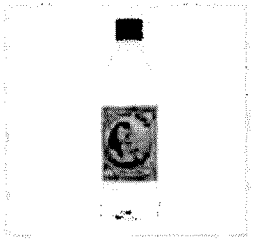
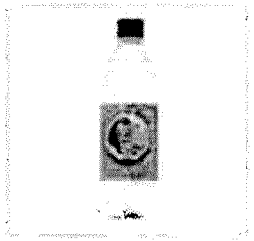
Purr-chase Healthy Gulp

How to make a PURR-chase or contact us

Plain for Cats or Dogs



Tuna for Cats



Peanut Butter for Dogs

On this website Healthy Gulp is only sold in 8 packs of 20 oz. bottles.
You can mix and match all three flavors by typing the number, selecting the flavor and clicking add to cart.
Price is 10.49 per 8 pack (any combination of flavors)

Shipping and Handling is $8.95 for a total of $19.44

For multiple 8pks to same address call or email for reduced shipping rates.

1 Plain

Add

Please select one

0 Plain(s)
0 Tuna(s)
0 Peanut Butter(s)
0 Items in 0 packs are in your basket = $0.00

Buy

*Click on pictures to enlarge

You can also do one of the following to make a PURR-chase:

1. Fill out the form below online and email, fax, or mail it using the appropriate information below.

Click here to download

2. Visit us on ebay at http://search.ebay.com/_W0QQsassZsueb1661

3. Or if you want to speak to a real live human you can call us or email us at orders@healthygulp.com and let us know you would like someone to contact you personally and let us know the best time to call you.

All Healthy Gulp purchases come with a Money Back Guarantee. If you or your furry companion are not completely satisfied, send the unused portion of Healthy Gulp and the reason for dissatisfaction to the address below, and we will refund your purchase price.

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Purr-chase Healthy Gulp

Plain flavor for Cats and Dogs

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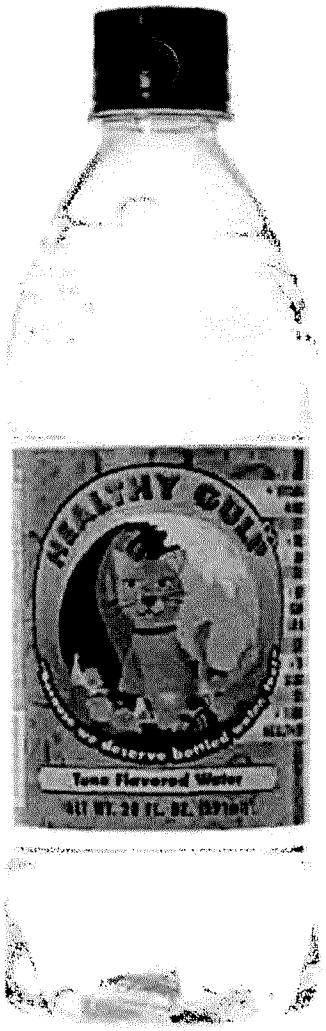
Purr-chase Healthy Gulp

Tuna flavor for Cats



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Purr-chase Healthy Gulp

Peanut Butter flavor for Dogs

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"Because we deserve bottled water too!"

ORDER FORM

PRODUCT INFO:

Healthy Gulp is sold in 20oz bottles with 8 per pack. Price is 12.49 per 8 pack (any combination of flavors). Shipping and Handling is $8.50 to anywhere in US for a total of $20.49. For multiple 8pks to same address call or email for reduced shipping rates.

Choose Your Flavor

☐ Peanut Butter for Dogs ☐ Tuna For Cats ☐ Plain for Dog/Cats

How Many _____ **How Many**_____ **How Many** _____ _____ **= 8 Total**

Each order comes with a free sports cap for cats or dogs on the go!

All Healthy Gulp purchases come with a Money Back Guarantee. If you or your furry companion are not completely satisfied, send the unused portion of Healthy Gulp and the reason for dissatisfaction to the address below, and we will refund your purchase price.

CREDIT CARD INFO:

Name: _____ Credit Card #: _____

Expiration Date:_____ Security Code (on back of card) _____

Billing Address _____

City/State/Zip: _____

Type of Credit Card: (Please mark an X next to the following) Visa: _____ Mastercard: _____

I authorize my credit card to be charged for this and agree to pay the purchase price and shipping and handling charges.

_____

Note: Your privacy is important to us. Healthy Gulp will not sell or provide your information to any other company or individual for marketing purposes.

SHIPPING INFO: (If different from billing address)

Name: _____ Ms.___ Miss. ___ Mr. ___ Mrs. ___ N/A___

Address: _____

City/State/Zip: _____

Day Phone: _____ E-Mail: _____ Fax (if applicable): _____

TO FAX BACK THE COMPLETED FORM:
1-877-738-1420

TO MAIL BACK THE COMPLETED FORM:
Healthy Gulp, 1936 Bruce B. Downs Blvd. #308,
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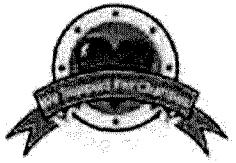
News & More

Healthy Gulp News, Ruff-views, and Purr-fect Links

NEWS:

Healthy Gulp is proud to donate a portion of it's profits to pet charities, namely St. Francis Animal Rescue of Tampa Bay, http://www.luvamutt.org



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Ruff-views:

"Angus just loves Healthy Gulp! Thanks for the samples, where can we get more?"
Kim Special-GA

View Your pet's picture here!

"We couldn't keep Jack away from his water bowl-he kept going back for more!"
Michelle Coburn-PA

View Your pet's picture here!

"We're glad there's a product like Healthy Gulp out there-we had no idea what our tap water could be doing to Casey. Thanks!"
Eamonn-FL

View Your pet's picture here!

We'd love to add your dog/cat too. Submit your pet's picture and caption to us

Purr-chase Healthy Gulp!

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at: ruffviews@healthygulp.com

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Purr-fect Links:

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http://www.luvamutt.org

United Animal Nations-Emergency Animal Rescue Service (EARS)
http://www.uan.org

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